NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 11, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	26.7	22,670
2	DYNASTY	25.3	21,480
3	60 MINUTES	23.9	20,290
4	ELLIS ISLAND PART 1(S)	23.4	19,870
5	CBS TUESDAY NIGHT MOVIES#	21.9	18,590
6	FALCON CREST	21.5	18,250
7	A TEAM#	21.2	18,000
8	BILL COSBY SHOW	20.6	17,490
9	NBC MONDAY NIGHT MOVIES	20.2	17,150
9	SIMON & SIMON	20.2	17,150
11	HOTEL	19.8	16,810
12	ABC SUNDAY NIGHT MOVIE	19.3	16,390
12	KNOTS LANDING	19.3	16,390
12	MAGNUM, P.I.	19.3	16,390
15	FALL GUY	18.7	15,880
16	MONDALE FOR PRESIDENT MON(S)	18.4	15,620
16	SCARECROW & MRS. KING#	18.4	15,620

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	16.5	36,760
2	DYNASTY	16.3	36,240
3	BILL COSBY SHOW	15.5	34,420
4	A TEAM#	15.5	34,360
5	60 MINUTES	14.9	33,230
6	ELLIS ISLAND PART 1(S)	14.5	32,300
7	ABC SUNDAY NIGHT MOVIE	13.9	30,870
8	NBC MONDAY NIGHT MOVIES	13.6	30,240
9	KNIGHT RIDER	13.5	29,980
10	CBS TUESDAY NIGHT MOVIES#	13.4	29,870
11	FAMILY TIES	13.4	29,720
12	FALL GUY	12.9	28,650
13	FALCON CREST	12.6	28,050
14	SIMON & SIMON	12.1	26,970
15	V	12.0	26,760
16	MAGNUM, P.I.	11.9	26,490

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DYNASTY	23.4	20,710
2	DALLAS	23.2	20,570
3	ELLIS ISLAND PART 1(S)	19.4	17,220
4	CBS TUESDAY NIGHT MOVIES#	19.2	16,990
5	FALCON CREST	19.0	16,820
6	HOTEL	18.9	16,720
7	60 MINUTES	17.9	15,880
8	KNOTS LANDING	17.4	15,410
9	BILL COSBY SHOW	16.6	14,680
10	NBC MONDAY NIGHT MOVIES	16.4	14,560
11	SIMON & SIMON	16.1	14,290
12	MONDALE FOR PRESIDENT MON(S)	15.6	13,860
13	ABC SUNDAY NIGHT MOVIE	15.5	13,700
14	LOVE BOAT	15.3	13,580
15	CAGNEY & LACEY	15.1	13,340
16	A TEAM#	14.9	13,170
17	MURDER, SHE WROTE#	14.8	13,070

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	18.3	14,620
2	ELLIS ISLAND PART 1(S)	16.2	12,930
3	NFL FOOTBALL GAME 2-NBC#	15.9	12,680
4	A TEAM#	15.8	12,580
5	ABC SUNDAY NIGHT MOVIE	15.5	12,360
6	CBS NFL FOOTBALL GAME 2#	15.4	12,260
7	DYNASTY	15.3	12,190
8	CBS NFL FOOTBALL GAME 1	15.2	12,160
9	NFL MONDAY NIGHT FOOTBALL	14.4	11,530
10	DALLAS	14.4	11,470
11	FALL GUY	13.6	10,890
12	HILL STREET BLUES	13.4	10,700
13	MAGNUM, P.I.	13.0	10,370
14	LIFES-EMBARASSING MOMENTS(S)	12.7	10,160
15	RIPTIDE#	12.1	9,630
16	SIMON & SIMON	12.0	9,620
17	NFL FOOTBALL POST 2-NBC#	11.9	9,520

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 11, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DYNASTY	22.4	12,520
2	DALLAS	19.3	10,780
3	CBS TUESDAY NIGHT MOVIES#	17.6	9,810
4	HOTEL	17.1	9,560
5	NBC MONDAY NIGHT MOVIES	15.8	8,820
6	KNOTS LANDING	15.6	8,720
7	BILL COSBY SHOW	15.6	8,710
8	ABC SUNDAY NIGHT MOVIE	15.2	8,500
9	FALCON CREST	15.2	8,460
9	KNIGHT RIDER	15.2	8,460
11	HILL STREET BLUES	14.7	8,210
12	A TEAM#	14.2	7,910
13	ELLIS ISLAND PART 1(S)	13.8	7,670
14	FAMILY TIES	13.7	7,620
15	MONDALE FOR PRESIDENT MON(S)	13.4	7,460
16	CAGNEY & LACEY	13.2	7,380
16	LIFES-EMBARASSING MOMENTS(S)	13.2	7,380
18	RIPTIDE#	13.1	7,310

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS	31.5	8,580
2	ELLIS ISLAND PART 1(S)	29.1	7,920
3	60 MINUTES	28.1	7,650
4	FALCON CREST	26.7	7,260
5	DYNASTY	25.6	6,960
6	SIMON & SIMON	23.3	6,360
7	LOVE BOAT	23.3	6,340
8	CBS TUESDAY NIGHT MOVIES#	23.1	6,280
9	MURDER, SHE WROTE#	22.7	6,170
10	HOTEL	22.6	6,160
11	MONDALE FOR PRESIDENT-FRI(S)	22.5	6,120
12	MAGNUM, P.I.	21.5	5,870
13	KNOTS LANDING	21.4	5,840
14	SCARECROW & MRS. KING#	20.5	5,590
15	MONDALE FOR PRESIDENT MON(S)	20.4	5,550
16	HIGHWAY TO HEAVEN	18.7	5,100
17	CAGNEY & LACEY	18.6	5,070
18	NBC MONDAY NIGHT MOVIES	18.5	5,050

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	HILL STREET BLUES	15.9	8,610
2	ABC SUNDAY NIGHT MOVIE	15.4	8,350
3	A TEAM#	15.1	8,140
4	NFL FOOTBALL GAME 2-NBC#	14.5	7,860
5	DYNASTY	14.1	7,640
6	CBS NFL FOOTBALL GAME 1	14.1	7,630
7	60 MINUTES	13.8	7,450
8	ELLIS ISLAND PART 1(S)	13.7	7,430
9	LIFES-EMBARASSING MOMENTS(S)	13.2	7,160
10	CBS NFL FOOTBALL GAME 2#	13.2	7,130
11	NFL MONDAY NIGHT FOOTBALL	13.1	7,060
12	FALL GUY	12.3	6,650
13	NFL FOOTBALL POST 2-NBC#	12.0	6,490
14	RIPLEY'S BELIEVE IT-NOT	11.9	6,450
15	RIPTIDE#	11.7	6,350
16	REMINGTON STEELE#	11.6	6,260
17	DALLAS	11.5	6,210

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	29.0	6,000
2	DALLAS	22.8	4,720
3	ELLIS ISLAND PART 1(S)	21.8	4,510
4	MAGNUM, P.I.	19.4	4,000
5	SIMON & SIMON	18.8	3,880
6	NFL FOOTBALL GAME 2-NBC#	18.7	3,870
7	REAGAN FOR PRESIDENT-FRI(S)	18.6	3,850
8	DYNASTY	18.1	3,750
9	A TEAM#	17.6	3,640
10	NFL MONDAY NIGHT FOOTBALL	17.3	3,570
11	CBS NFL FOOTBALL GAME 1	17.1	3,530
11	CBS NFL FOOTBALL GAME 2#	17.1	3,530
13	FALCON CREST	16.6	3,440
14	HOTEL	16.4	3,400
15	FALL GUY	16.4	3,380
16	HIGHWAY TO HEAVEN	16.0	3,300
16	MURDER, SHE WROTE#	16.0	3,300

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
•EVENING																														
A TEAM					6	209		A	21.2	33	1800	1909	693	249	731	219	439	407	401	267	698	278	452	452	310	202	169	56^	311	223
1 TUE.	8.00P	60	NBC	A		99		B	22.0	35	1868	1902	642	224	687	231	423	399	344	217	707	268	473	428	340	192	183	59	325	220
8.00 - 8.30								A	19.9	31	1690	1897	691	251	726	202	430	404	408	271	690	275	438	442	305	202	168	56^	313	223
8.30 - 9.00								A	22.5	34	1910	1914	693	244	733	232	446	404	394	266	704	281	463	463	312	199	169	56^	308	222
ABC BUSINESS BRIEF-MON					2	212		A	15.3	24	1299	1336	449	214	457	145^	347	340	271	94^	779	244	479	506	384	235	40v	LT	60^	38v
1 MON.	10.37P	1	ABC	N		99		B	15.1	23	1282	1453	458	203	472	158	315	289	254	138	843	320	530	458	394	256	82	24	56	27
ABC BUSINESS BRIEF-WED					5	207	207	A	20.5	32	1740	1800	710	310	801	283	486	396	340	281	667	253	432	363	305	198	116	74	216	156
WED.	8.58P	1	ABC	N		99	99	B	21.9	33	1859	1832	705	257	790	315	497	396	314	264	645	255	413	362	291	187	148	79	249	155
ABC BUSINESS BRIEF-FRI					5	203	205	A	16.6	27	1409	1684	726	349	828	237	427	411	392	345	434	133	214	207	210	192	131	80^	291	205
1 FRI.	8.44P	2	ABC	N		99	99	B	16.0	26	1358	1714	763	327	860	267	442	433	395	348	467	153	249	243	228	182	129	76	258	164
2 FRI.	8.45P	1																												
ABC NEWSBRIEF-MON					6	176	207	A	~~16.8~~ 116	~~26~~ 18	~~1428~~ 985	1640	626	271	650	246	389	378	295	205	835	294	515	504	439	264	72^	20v	83^	55^
~~1~~ MON.	8.58P	1	ABC	N		93	99	B	14.6	23	1240	1681	647	258	691	256	415	387	312	215	760	276	461	440	368	239	113	49	117	63
~~2 MON.~~	~~10.03P~~	~~1~~																												
ABC NEWSBRIEF-TUE					6	196	200	A	11.0	16	934	1706	792	281	853	268	452	379	423	312	728	267	448	354	338	235	105^	86^	20v	20v
1 TUE.	9.58P	1	ABC	N		98	99	B	11.9	18	1010	1613	746	291	827	311	486	405	371	269	589	219	347	302	260	205	130	86	67	41
2 TUE.	9.51P	2																												
ABC NEWSBRIEF-WED					6	208	205	A	24.7	38	2097	1629	876	332	969	347	573	474	419	339	534	231	326	254	212	171	84	56^	42^	27^
WED.	9.58P	1	ABC	N		99	99	B	22.2	34	1885	1667	836	317	940	352	563	473	388	325	562	242	347	287	213	178	102	64	63	36
ABC NEWSBRIEF-THU					6	193	196	A	13.8	21	1172	1666	712	249	768	248	425	373	370	293	597	198	353	316	282	219	182	92^	119	74^
THU.	9.58P	1	ABC	N		98	99	B	12.2	19	1036	1725	663	281	764	235	416	390	374	271	609	185	359	330	298	205	180	92	172	101
ABC NEWSBRIEF-FRI					6	194	200	A	10.0	16	849	1565	605	278	658	209	380	371	346	217	575	205	376	326	282	161	112^	62^	220	176
1 FRI.	9.58P	1	ABC	N		98	98	B	10.8	18	917	1604	587	237	644	181	343	339	329	248	641	186	359	336	320	228	114	57	205	145
2 FRI.	9.57P	2																												
ABC NEWSBRIEF-SAT.					6	208	207	A	15.1	26	1282	1640	901	317	1014	302	507	472	387	451	454	128	213	198	211	210	69^	46^	103	91^
SAT.	9.58P	1	ABC	N		99	99	B	14.5	26	1231	1677	795	295	880	263	422	395	355	402	554	168	275	263	257	232	108	73	135	90
ABC NEWSBRIEF-SUN.					6	204	205	A	18.0	28	1528	1838	782	287	831	314	496	458	364	270	757	310	507	463	316	204	155	85	95	69^
1 SUN.	10.02P	1	ABC	N		98	99	B	16.1	26	1367	1749	668	272	721	263	448	418	346	220	791	334	523	467	348	221	119	56	118	76
2 SUN.	9.58P	1																												
ABC SPORTS UPDATE-SAT					5	208	207	A	13.8	23	1172	1614	773	259	842	229	364	340	366	431	578	155	269	271	269	273	61^	9v	133	93^
1 SAT.	8.57P	2	ABC	SN		99	99	B	13.4	23	1138	1737	773	276	828	215	370	358	368	408	575	144	273	286	273	261	128	72	206	128
2 SAT.	8.58P	1																												
ABC SPORTS UPDATE-SUN					5	207	205	A	17.0	24	1443	1992	747	282	799	351	530	508	356	201	743	333	512	458	335	183	205	106	245	201
1 SUN.	8.36P	1	ABC	SN		99	99	B	16.8	25	1426	1918	738	307	800	322	506	476	370	230	746	309	485	437	330	215	171	83	201	143
2 SUN.	8.52P	1																												
ABC SUNDAY NIGHT MOVIE					5	206	206	A	19.3	30	1639	1883	776	274	835	338	518	492	361	245	753	316	508	464	320	199	156	81	139	105
1 SUN.	9.00P	145	ABC	FF		99	99	B	19.0	30	1613	1759	784	304	839	308	516	478	394	260	700	276	456	413	310	199	129	67	91	63
2 SUN.	8.00P	120																												
8.00 - 8.30								A	16.1	23	1367	2361	818	318	909	448	689	642	387	142^	887	408	618	540	406	189	270	145^	295	224
8.30 - 9.00								A	17.6	25	1494	2289	785	271	854	428	639	609	364	144^	847	403	600	529	384	174	227	126^	361	302
9.00 - 9.30								A	20.6	30	1749	1900	767	240	826	340	522	496	347	239	760	327	532	498	326	181	176	92	138	89
9.30 - 10.00								A	20.9	31	1774	1873	775	276	832	337	513	468	352	251	765	332	527	484	320	193	159	79	117	78
CONT'D																														

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ABC SUNDAY NIGHT M-CONT'D																										
10.00 - 10.30				A	19.0	31	1613	1658	794	289	824	272	433	436	377	320	698	251	433	396	283	240	83^	45^	53^	53^
10.30 - 11.00				A	18.8	33	1596	1627	799	300	843	275	448	452	396	309	667	239	420	380	275	225	85^	36v	32v	32v
11.00 - 11.30				A	19.2	40	1630	1521	703	284	790	278	409	390	347	296	647	238	391	354	254	224	62^	39v	22v	22v
ABC THURSDAY NIGHT MOVIE	4	199	202	A	13.9	21	1180	1851	773	296	842	319	518	450	386	262	613	224	398	357	287	185	215	104^	181	120
THU. 8.00P 120 ABC FF		99	99	B	12.7	19	1078	1908	693	321	824	328	536	450	372	227	601	217	419	391	311	138	234	123	249	175
8.00 - 8.30				A	11.6	18	985	1892	822	303	891	333	530	459	411	295	612	190	375	348	310	199	197	91^	192	136
8.30 - 9.00				A	13.5	20	1146	1928	794	311	875	345	545	468	384	266	605	222	393	353	279	179	209	99^	239	161
9.00 - 9.30				A	14.8	22	1257	1838	755	296	829	312	516	447	385	252	624	240	415	367	287	182	227	109	158	102
9.30 - 10.00				A	15.4	23	1307	1804	753	286	813	301	503	439	380	254	625	240	414	363	285	186	219	111	147	90^
ABC WORLD NEWS TONIGHT	30	205	201	A	11.8	21	1002	1510	716	242	756	160	345	334	349	356	606	179	334	316	280	231	52^	31^	96	52^
M-F 6.30P 30 ABC N		99	97	B	10.9	21	925	1513	708	237	762	169	328	326	348	367	595	162	317	303	288	237	52	31	104	57
ABC WRLD NEWS TONIGHT-SUN	5	156	157	A	8.8	15	747	1763	722	198	880	249	478	480	423	338	596	57^	251	302	361	294	102^	90^	185	156^
SUN. 6.30P 30 ABC N		80	81	B	7.8	14	662	1682	745	200	844	262	446	422	372	348	606	101	244	261	303	320	58	41	174	109
AFTERMASH	5	198		A	9.2	14	781	1461	595	309^	754	202^	351	329	327	356	555	223^	330	300^	213^	184^	65v	50v	87^	59v
1 TUE. 8.00P 30 CBS CS		97		B	11.1	18	942	1618	723	233	796	216	388	366	351	371	508	149	259	253	267	197	109	56	205	127
AIRWOLF	8	206	201	A	12.1	21	1027	1944	673	261	735	208	424	457	410	235	772	294	486	472	389	239	105^	49^	332	225
1 SAT. 8.00P 53 CBS A		99	98	B	11.9	21	1010	2031	698	285	756	240	459	435	384	246	812	321	546	504	396	223	122	39	341	237
2 SAT. 8.00P 60																										
8.00 - 8.30				A	11.9	20	1010	1976	669	256	737	213	419	455	405	239	795	307	496	468	391	249	87^	44^	357	239
8.30 - 9.00				A	12.3	21	1044	1909	676	271	731	202	427	464	416	225	745	277	472	474	388	229	130	56^	303	208
ALICE	3	202		A	12.5	19	1061	1615	774	268	937	317	506	454	382	389	430	116^	199^	215^	201^	197^	139^	65^	109^	109^
1 SUN. 9.30P 30 CBS CS		99		B	14.7	23	1248	1558	757	284	884	250	424	399	378	405	483	159	249	237	206	193	126	67	65	56
AMERICAN PORTRAIT	17	201	204	A	16.8	25	1426	1522	669	268	755	219	365	357	319	344	563	181	320	321	265	205	78	42^	126	80
1 TU&TH 8.58P 1 CBS DO		98	99	B	16.2	24	1375	1617	733	267	804	220	403	390	369	351	556	156	307	305	291	206	96	44	161	111
2 M & TH 8.58P 1																										
BENSON	7	207	208	A	15.6	26	1324	1736	768	295	847	252	437	408	390	344	524	151	255	240	264	230	148	103	217	145
FRI. 8.00P 30 ABC CS		99	99	B	15.3	27	1299	1746	789	310	871	272	452	430	386	354	517	166	267	255	242	208	125	74	233	150
BILL COSBY SHOW	8	207	206	A	20.6	32	1749	1968	753	343	840	277	497	478	394	286	500	175	332	317	250	132	253	123	375	246
THU. 8.00P 30 NBC CS		99	99	B	21.3	34	1808	1962	744	311	826	294	506	463	375	265	543	209	353	328	254	147	256	124	337	221
CAGNEY & LACEY	4	200	199	A	18.1	30	1537	1384	743	281	868	262	481	451	411	329	423	151	251	215	194	154	69^	54^	24^	23^
1 MON. 10.00P 60 CBS OP		98	99	B	19.4	32	1647	1386	766	289	858	258	454	427	404	347	441	144	254	237	215	161	68	45	19	16
2 MON. 10.00P 54																										
10.00 - 10.30				A	18.3	30	1554	1388	754	278	867	262	480	457	410	326	419	155	249	215	186	150	75^	59^	27^	23^
10.30 - 11.00				A	18.0	31	1528	1374	726	285	866	261	479	442	411	333	422	144	251	211	201	156	65^	50^	21^	21^
CALL TO GLORY	6	206		A	13.1	20	1112	1619	664	255	706	254	409	403	332	224	651	211^	405	412	356	210^	107^	33v	155^	124^
1 MON. 8.00P 60 ABC GD		99		B	13.4	21	1138	1703	685	270	725	241	425	394	343	240	696	235	432	403	352	218	129	64	153	91
8.00 - 8.30				A	12.8	20	1087	1613	676	250	716	245	405	400	349	234	639	197^	399	408	358	205^	97^	31v	161^	135^
8.30 - 9.00				A	13.5	20	1146	1600	649	258	691	264	411	400	310	213^	651	219	406	408	349	211^	111^	31v	147^	110^
CAMPAIGN '84:ELECT-7.00P(S)			112	A	8.5	14	722	1673	778	185^	812	233^	442	413	321^	350	590	102^	236^	246^	316^	311^	72v	22v	199^	38v
2 TUE. 7.00P 23 CBS P			69																							
CAMPAIGN '84:ELECT-7.30P(S)		142	~~141~~	A	~~9.4~~ 10.3	~~15~~ 17	~~798~~ 824	1514	695	282^	740	203^	427	409	348	286^	608	149^	275^	237^	298^	305^	70v	31v	96^	30v
2 TUE. 7.30P 23 CBS P		81	~~75~~																							

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
CAMPAIGN '84:ELECT-8.00P(S)							200	A	12.8	20	1087	1596	749	215^	784	163^	399	413	401	337	699	131^	345	356	398	298	54v	LT	59v	11v
2 TUE.	8.00P	23	CBS	P			97																							
CAMPAIGN '84:ELECT-8.30P(S)							205	A	12.8	19	1087	1540	763	229	775	159^	364	380	373	374	668	137^	306	330	376	297	42v	LT	55v	12v
2 TUE.	8.30P	23	CBS	P			99																							
CAMPAIGN '84:ELECT-9.00P(S)							202	A	13.2	19	1121	1542	671	202^	697	149^	332	320	336	330	779	191^	426	433	443	275	25v	LT	41v	13v
2 TUE.	9.00P	23	CBS	P			99																							
CAMPAIGN '84:ELECT-9.30P(S)							203	A	12.8	18	1087	1570	704	184^	715	161^	354	361	340	317	799	198^	449	440	446	284	LT	LT	56v	21v
2 TUE.	9.30P	23	CBS	P			98																							
CAMPAIGN '84:ELECT-10.00P(S)							198	A	13.9	20	1180	1559	656	244	675	187^	338	315	302	292	713	200^	384	371	349	273	122^	18v	49v	21v
2 TUE.	10.00P	23	CBS	P			97																							
CAMPAIGN '84:ELECT-10.30P(S)							204	A	13.1	21	1112	1503	577	163^	597	167^	271	239	215^	287	747	160^	429	430	430	279	117^	LT	42v	9v
2 TUE.	10.30P	23	CBS	P			98																							
CBS EVENING NEWS-RATHER					35	206	201	A	12.9	22	1095	1431	680	238	741	133	281	299	332	410	570	115	239	247	263	301	69	29^	51^	35^
M-F	6.30P	30	CBS	N		99	97	B	12.3	23	1044	1475	704	232	754	136	291	301	339	419	577	108	217	227	276	317	62	30	82	50
CBS EVENING NEWS-DEAN					3	148		A	6.2	11	526	1241	651	226^	664	110v	194^	252^	278^	412^	577	149^	189^	170^	187^	341^	LT	LT	LT	LT
1 SUN.	6.00P	30	CBS	N		74		B	6.2	12	526	1298	682	210	696	95	229	256	344	414	531	120	207	201	206	308	LT	LT	71	37
CBS SAT. NEWS-SCHIEFFER					4	162		A	8.1	15	688	1640	678	173^	723	158^	249^	289^	259^	393	603	193^	305^	292^	235^	252^	109^	20v	205^	155^
1 SAT.	6.30P	30	CBS	N		87		B	7.6	16	645	1544	752	226	789	148	286	316	345	434	576	128	234	273	267	283	78	42	101	71
CBS TUESDAY NIGHT MOVIES					5	205		A	21.9	35	1859	1607	769	389	913	305	527	480	455	338	499	191	316	322	236	147	118^	57^	77^	57^
1 TUE.	9.00P	120	CBS	FF		99		B	16.0	26	1358	1541	806	305	890	263	482	466	444	346	474	144	274	267	252	157	91	44	86	63
9.00 - 9.30								A	20.4	31	1732	1613	716	394	866	277	490	460	437	321	524	188	324	331	250	163	135^	59^	88^	69^
9.30 - 10.00								A	22.4	35	1902	1623	766	388	905	288	499	467	450	357	500	196	313	315	226	153	123^	61^	95^	73^
10.00 - 10.30								A	22.3	37	1893	1594	786	394	932	322	550	489	462	338	489	193	316	328	237	132	103^	50^	70^	51^
10.30 - 11.00								A	22.7	40	1927	1580	794	377	935	333	559	498	460	328	487	191	316	311	228	141	105^	56^	53^	37^
CBS WEDNESDAY NIGHT MOVIE					6	201	206	A	11.3	18	959	1600	626	235	658	186	341	298	320	291	605	165	381	355	334	191	168	48^	169	120^
1 WED.	9.00P	114	CBS	FF		98	99	B	13.4	21	1138	1645	757	286	818	258	484	440	410	296	584	196	370	349	304	171	110	48	133	83
2 WED.	9.00P	120																												
9.00 - 9.30								A	10.4	16	883	1672	620	249	647	174	326	273	304	321	579	164	361	309	304	196	171	56^	275	197
9.30 - 10.00								A	10.9	17	925	1637	656	271	679	190	352	306	333	308	592	146	363	347	333	194	168	50^	198	147
10.00 - 10.30								A	11.8	20	1002	1537	623	225	646	188	341	299	321	266	610	171	383	371	338	187	169	42^	112^	78^
10.30 - 11.00								A	12.3	22	1044	1542	596	200	645	190	338	305	310	267	626	171	407	386	359	185	167	45^	104^	63^
CHARLES IN CHARGE					6	205	204	A	11.7	19	993	1577	621	201	733	254	412	328	303	302	403	142	228	202	164	152	195	103^	246	197
WED.	8.00P	30	CBS	CS		99	99	B	12.8	21	1087	1743	684	290	794	317	498	398	315	259	434	179	277	254	178	128	209	123	306	205
CHEERS					6	208	207	A	17.3	26	1469	1712	701	310	801	335	488	430	331	265	563	258	407	372	250	118	174	93	174	101
THU.	9.00P	30	NBC	CS		99	99	B	18.9	29	1605	1692	743	318	808	329	503	474	343	251	578	262	404	376	255	130	164	88	142	89
COVER-UP					7	205		A	13.6	25	1155	1816	716	314	862	232	521	512	429	290	625	209^	402	441	342	160^	155^	68^	174^	130^
1 SAT.	10.00P	54	CBS	GD		99		B	14.0	26	1189	1757	717	308	796	239	482	457	402	267	671	211	425	425	368	199	129	46	161	133
10.00 - 10.30								A	13.4	24	1138	1825	718	293	867	243	526	518	420	292	631	217^	410	449	341	158^	152^	66^	175^	131^
10.30 - 11.00								A	13.8	26	1172	1811	721	345	862	220	517	507	442	292	621	202^	393	431	343	163^	153^	68^	175^	134^
DALLAS					7	207	207	A	26.7	43	2267	1622	828	315	906	279	475	457	402	378	506	167	274	279	200	209	116	48^	94	58
FRI.	9.00P	60	CBS	GD		99	99	B	25.6	41	2173	1702	882	328	968	308	519	472	424	394	499	162	266	262	218	201	113	55	122	79
CONT'D																														

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DALLAS-CONT'D																										
9.00 - 9.30				A	26.1	42	2216	1645	821	313	898	275	474	452	398	375	516	178	283	283	199	212	111	45^	120	75
9.30 - 10.00				A	27.3	44	2318	1596	836	317	915	283	478	458	405	382	496	158	264	273	199	206	117	48^	68	41^
DECISION '84-ELECT-7.00P(S)			135	A	7.7	13	654	1934	835	278^	868	271^	443	427	389	369^	686	191^	365^	313^	310^	280^	90v	70v	290^	245^
2 TUE. 7.00P 23 NBC P			82																							
DECISION '84-ELECT-7.30P(S)			142	A	8.3	13	705	1884	693	280^	772	222^	322^	326^	332^	369	684	179^	379	324^	326^	283^	129^	80v	299^	248^
2 TUE. 7.30P 23 NBC P			85																							
DECISION '84-ELECT-8.00P(S)			187	A	12.2	19	1036	1900	706	270	851	254	414	414	352	352	695	194^	376	366	357	249	151^	111^	203^	134^
2 TUE. 8.00P 23 NBC P			97																							
DECISION '84-ELECT-8.30P(S)			188	A	12.4	18	1053	1827	703	265	851	208^	391	384	417	356	674	183^	354	315	332	261	160^	112^	142^	89^
2 TUE. 8.30P 23 NBC P			98																							
DECISION '84-ELECT-9.00P(S)			189	A	12.4	18	1053	1691	732	237	820	146^	376	448	458	338	680	188^	379	340	348	243	100^	100^	91^	79^
2 TUE. 9.00P 23 NBC P			98																							
DECISION '84-ELECT-9.30P(S)			191	A	12.6	18	1070	1625	773	231^	866	210^	450	496	446	318	583	183^	303	271	275	215^	118^	98^	58v	58v
2 TUE. 9.30P 23 NBC P			98																							
DECISION '84-ELECT-10.00P(S)			191	A	11.4	17	968	1684	911	273	946	286	556	564	489	299	625	216^	335	335	295	187^	105^	56v	8v	8v
2 TUE. 10.00P 23 NBC P			95																							
DECISION '84-ELECT-10.30P(S)			194	A	11.2	18	951	1783	926	251^	952	237^	496	554	519	337	721	225^	382	365	360	252^	84^	59v	26v	26v
2 TUE. 10.30P 23 NBC P			98																							
DEMOCRATS-LA ROUCHE(S)			193	A	4.7	7	399	1444	533^	351^	636	135v	304^	237^	291^	332^	798	258^	425^	269^	302^	363^	LT	LT	LT	LT
2 MON. 8.30P 23 ABC P			97																							
DEMOCRATIC NAT'L COMM.(S)			193	A	6.0	9	509	1487	539	336^	647	199^	336^	235^	247^	311^	805	318^	508	396^	302^	267^	35v	35v	LT	LT
2 MON. 8.24P 6 ABC P			97																							
DEMO. NAT'L COMM.(S)			193	A	5.1	8	433	1480	517^	335^	619	134v	289^	226^	242^	330^	830	305^	453^	256^	305^	353^	31v	LT	LT	LT
2 MON. 8.53P 5 ABC P			97																							
DIFF'RENT STROKES-SAT.	7	197	199	A	15.4	26	1307	1925	699	296	803	277	485	431	343	287	397	123	226	239	183	137	306	197	419	333
SAT. 8.00P 30 NBC CS		96	98	B	14.5	26	1231	1899	725	292	811	289	471	416	319	302	416	152	233	229	178	147	259	158	413	303
DREAMS	5	204		A	8.8	14	747	1373	574	194^	634	97^	276^	216^	338	358	433	149^	219^	177^	144^	196^	161^	57v	145^	145^
1 WED. 8.30P 30 CBS CS		99		B	11.2	17	951	1713	667	289	774	301	490	389	326	246	458	191	290	254	186	135	235	141	246	169
DUKES OF HAZZARD	7	200	203	A	13.5	22	1146	1695	631	131	710	219	342	318	281	334	549	125	262	270	261	256	62^	26v	374	261
1 FRI. 8.00P 54 CBS CS		97	99	B	13.4	23	1138	1760	663	179	731	218	343	315	305	347	542	145	266	254	265	235	91	32	396	276
2 FRI. 8.00P 60																										
8.00 - 8.30				A	12.7	21	1078	1715	634	135	717	224	341	310	270	342	547	136	261	259	247	258	60^	23v	391	269
8.30 - 9.00				A	14.4	23	1223	1682	630	126	703	210	343	328	294	325	553	114	262	281	276	255	68^	31^	358	253
DYNASTY	6	208	208	A	25.3	39	2148	1687	864	335	963	354	582	489	415	324	567	249	356	280	225	174	87	60	70	42^
WED. 9.00P 60 ABC GD		99	99	B	25.1	38	2131	1735	852	344	968	378	602	505	399	314	569	248	361	304	226	168	103	58	95	53
9.00 - 9.30				A	24.6	38	2089	1705	859	327	958	346	575	488	415	325	578	254	365	290	230	174	88	60^	81	49^
9.30 - 10.00				A	26.0	40	2207	1664	870	340	967	361	589	491	414	320	556	247	347	271	218	173	83	57	58^	34^
'84 VOTE- 7:00PM(S)			95	A	7.2	12	611	1496	516	156^	642	166^	246^	184^	285^	356^	670	211^	390^	429	393^	241^	90v	39v	94v	43v
2 TUE. 7.00P 23 ABC P			67																							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																															
'84 VOTE- 7:30PM(S)								128	A	8.9	14	756	2161	610	150^	709	184^	300^	281^	320^	333	911	378	566	596	393	296^	111^	61v	430	110^
	2 TUE.	7.30P	23	ABC	P			78																							
'84 VOTE- 8:00PM(S)								197	A	12.7	19	1078	1828	801	253	872	271	492	452	472	272	696	188^	389	342	384	274	169^	108^	91^	65^
	2 TUE.	8.00P	23	ABC	P			98																							
'84 VOTE- 8:30PM(S)								198	A	12.6	19	1070	1914	840	296	909	273	486	448	483	287	737	222^	410	356	392	272	194^	131^	74^	55v
	2 TUE.	8.30P	23	ABC	P			98																							
'84 VOTE- 9:00PM(S)								200	A	12.2	18	1036	1829	780	313	882	294	518	414	445	291	741	227^	459	368	393	247	139^	92^	67^	60v
	2 TUE.	9.00P	23	ABC	P			98																							
'84 VOTE- 9:30PM(S)								200	A	11.9	17	1010	1780	762	296	836	254	456	385	440	309	784	267	492	383	388	255	120^	95^	40v	30v
	2 TUE.	9.30P	26	ABC	P			98																							
'84 VOTE-10:00PM(S)								202	A	13.1	19	1112	1743	786	266	868	266	456	422	440	303	704	197^	401	375	394	242	149^	114^	22v	22v
	2 TUE.	10.00P	23	ABC	P			99																							
'84 VOTE-10:30PM(S)								202	A	12.4	20	1053	1589	767	210^	815	234^	434	415	421	276	642	181^	348	332	353	243	110^	86^	22v	22v
	2 TUE.	10.30P	30	ABC	P			99																							
ELLIS ISLAND PART 1(S)								206	A	23.4	36	1987	1626	778	322	866	185	385	420	452	398	650	190	374	369	328	226	65^	27v	45^	40^
	2 SUN.	8.02P	180	CBS	GD			99																							
		8.00 - 8.30							A	23.2	33	1970	1683	760	304	837	177	382	402	441	382	691	214	392	390	341	232	86^	17v	69^	63^
		8.30 - 9.00							A	22.5	32	1910	1680	761	315	865	176	384	410	457	403	651	178	363	368	338	227	91^	31v	73^	73^
		9.00 - 9.30							A	23.4	34	1987	1658	777	333	874	191	396	420	449	408	643	178	362	355	325	235	83^	42^	58^	46^
		9.30 - 10.00							A	23.8	36	2021	1599	783	336	873	185	388	430	457	402	620	163	353	336	323	229	65^	36^	41^	28v
		10.00 - 10.30							A	24.1	39	2046	1562	785	335	870	187	387	431	459	394	652	191	391	387	331	219	22v	4v	18v	18v
		10.30 - 11.00							A	23.6	42	2004	1600	807	305	883	198	381	424	447	405	660	221	388	381	323	224	45^	31^	12v	12v
E/R						6	199		A	10.6	16	900	1493	605	368	754	256^	391	322	298	315	551	196^	292	297	231^	206^	100^	60v	88^	56v
	1 TUE.	8.30P	30	CBS	CS		97		B	11.4	17	968	1590	728	263	795	224	409	377	361	342	517	149	269	266	280	197	115	64	163	108
E/R SPEC.(S)								200	A	13.5	20	1146	1380	634	237	731	171^	292	332	321	377	447	145^	247	273	197^	174^	74^	20v	128^	59^
	2 MON.	8.30P	30	CBS	CS			99																							
E/R						1		205	A	12.1	19	1027	1552	635	251	733	298	447	390	312	264	346	115^	233^	197^	189^	99^	256	137^	217^	172^
	2 WED.	8.30P	30	CBS	CS			99	B	12.1	19	1027	1552	635	251	733	298	447	390	312	264	346	115	233	197	189	99	256	137	217	172
FACTS OF LIFE						6	191	196	A	14.4	22	1223	1598	773	299	847	297	484	452	387	312	430	113	217	240	224	174	189	127	132	107
	1 WED.	9.00P	30	NBC	CS		98	99	B	15.6	24	1324	1650	759	303	818	299	506	454	368	262	472	165	291	269	233	150	205	121	155	112
	2 WED.	9.00P	60																												
		9.00 - 9.30							A	14.6	22	1240	1617	759	309	839	288	483	454	399	306	438	121	224	249	220	175	192	114	148	118
		9.30 - 10.00							A	14.1	21	1197	1546	792	275	851	309	480	447	358	318	408	94^	199^	218	231	170^	190^	154^	97^	81^
FALCON CREST						7	207	206	A	21.5	37	1825	1537	828	275	922	252	464	429	443	398	445	147	238	226	185	189	124	56^	46^	27^
	1 FRI.	10.00P	54	CBS	GD		99	99	B	20.6	35	1749	1589	877	305	958	272	490	448	445	410	466	142	232	234	212	202	107	59	58	42
	2 FRI.	10.00P	60																												
		10.00 - 10.30							A	22.0	37	1868	1542	840	278	921	250	462	435	443	399	455	150	245	227	185	196	125	54^	41^	21^
		10.30 - 11.00							A	20.8	36	1766	1545	820	275	930	255	468	422	447	401	439	147	233	225	187	184	124	59^	52^	37^
FALL GUY						7	208	208	A	18.7	29	1588	1804	697	286	777	256	453	382	348	285	685	234	418	380	334	213	124	71^	218	156
	WED.	8.00P	60	ABC	A		99	99	B	17.8	28	1511	1844	689	253	767	292	465	385	321	265	656	232	402	368	316	201	139	61	282	188
		8.00 - 8.30							A	17.3	28	1469	1800	707	279	783	250	446	378	357	293	689	230	412	384	339	219	114	67^	214	154
		8.30 - 9.00							A	20.0	31	1698	1811	694	292	777	261	460	386	342	281	683	237	424	380	330	207	131	75	220	157

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
FAMILY TIES					7	204	207	A	17.9	27	1520	1955	733	317	835	301	501	469	374	272	483	186	342	313	231	113	264	147	373	240
THU.	8.30P	30	NBC	CS		99	99	B	19.4	30	1647	1890	738	296	819	327	520	476	350	242	517	217	351	323	230	126	246	138	308	196
FINDER OF LOST LOVES					7	209	208	A	13.0	24	1104	1444	850	281	911	257	465	430	402	410	394	106^	197	192	201	176	69^	32^	70^	63^
1 SAT.	10.00P	56	ABC	GD		99	99	B	13.5	25	1146	1529	797	284	872	260	436	395	389	388	468	132	237	237	240	189	102	52	87	62
2 SAT.	10.00P	60																												
10.00 - 10.30								A	13.2	24	1121	1440	843	284	904	253	462	430	398	405	396	109^	198	190	199	179	63^	31^	77^	70^
10.30 - 11.00								A	13.0	25	1104	1428	839	271	904	257	461	424	397	409	386	103^	194	188	198	172	76^	35^	62^	54^
GIMME A BREAK					7	198	203	A	15.3	26	1299	1929	729	291	824	280	488	432	343	307	380	124	209	218	177	139	272	178	453	351
SAT.	8.30P	30	NBC	CS		97	98	B	14.8	26	1257	1899	740	296	820	291	481	420	326	309	401	145	221	219	173	144	253	158	425	313
HARDCASTLE & MCCORMICK					6	209		A	16.6	24	1409	1710	710	292	744	261	415	406	356	270	639	258	420	386	296	193	187	81^	140^	83^
1 SUN.	8.00P	60	ABC	A		99		B	15.1	23	1282	1885	716	296	773	274	466	436	369	256	726	273	454	422	343	230	170	70	216	135
8.00 - 8.30								A	16.1	24	1367	1715	707	304	751	268	422	408	358	271	627	250	410	377	295	192	181^	81^	156^	87^
8.30 - 9.00								A	17.2	25	1460	1688	704	277	731	251	403	402	350	267	644	265	426	390	291	193	189	80^	124^	77^
HAWAIIAN HEAT					7	202	205	A	10.7	17	908	1617	611	300	663	221	406	400	364	202	574	221	375	305	282	162	138^	67^	242	182
FRI.	9.00P	60	ABC	OP		99	99	B	11.7	19	993	1680	608	290	667	214	407	403	342	215	577	210	368	326	284	165	126	54	310	213
9.00 - 9.30								A	10.9	17	925	1609	621	300	669	216	407	402	373	207	534	207	341	270	259	161	154	68^	252	178
9.30 - 10.00								A	10.6	17	900	1600	595	298	648	224	400	396	351	192	608	233	405	334	298	165	119^	64^	225	182
HIGHWAY TO HEAVEN					7	204	204	A	16.2	25	1375	1789	822	306	889	229	451	456	467	372	553	136	271	283	281	241	129	70^	218	134
WED.	8.00P	60	NBC	GD		99	99	B	17.9	29	1520	1734	776	292	842	246	440	449	407	334	532	161	304	293	262	194	145	65	215	138
8.00 - 8.30								A	15.7	25	1333	1761	817	315	880	217	435	449	466	375	534	118	245	253	275	247	131	78^	216	140
8.30 - 9.00								A	16.7	26	1418	1804	821	295	891	238	462	462	465	366	566	153	290	309	284	234	127	62^	220	129
HILL STREET BLUES					6	211	211	A	17.4	28	1477	1703	758	299	807	344	555	528	386	201	725	330	584	517	349	121	110	50^	61^	28^
THU.	10.00P	60	NBC	OP		99	99	B	17.7	29	1503	1601	702	299	759	328	525	500	346	181	695	319	530	484	327	126	88	36	59	28
10.00 - 10.30								A	17.5	28	1486	1672	744	289	794	326	536	511	391	206	697	316	555	495	338	120	111	51^	70^	38^
10.30 - 11.00								A	17.5	29	1486	1708	766	305	813	358	567	534	378	197	739	338	601	533	357	119	105	47^	51^	20v
HOT PURSUIT					6	196		A	9.0	17	764	1632	784	408	865	288^	528	470	466	254^	465	138^	213^	229^	261^	214^	200^	116^	102^	83v
1 SAT.	10.00P	55	NBC	SM		98		B	10.1	19	857	1695	736	327	805	224	449	456	429	279	549	141	309	309	329	189	175	63	166	132
10.00 - 10.30								A	9.2	17	781	1667	796	407	883	295^	540	472	473	268^	469	142^	215^	235^	267^	212^	209^	121^	106^	86^
10.30 - 11.00								A	8.8	17	747	1580	763	404	839	280^	512	471	453	234^	456	132^	206^	218^	252^	215^	188^	111^	97^	79v
HOTEL					6	207	208	A	19.8	34	1681	1540	905	332	995	342	569	444	444	366	474	152	244	196	225	203	47^	34^	24^	15v
1 WED.	10.00P	56	ABC	GD		99	99	B	20.1	34	1706	1563	837	299	933	323	542	450	411	340	520	202	287	238	225	193	82	51	28	18
2 WED.	10.00P	60																												
10.00 - 10.30								A	20.3	34	1723	1544	900	348	996	343	576	456	444	360	474	159	252	196	216	196	39^	30^	35^	20^
10.30 - 11.00								A	19.4	34	1647	1520	904	312	988	344	557	426	435	372	468	144	235	193	231	208	51^	35^	13v	10v
HUNTER					5	197	199	A	10.2	16	866	1805	677	268	771	198	509	453	484	224	612	132^	384	394	424	193	188	71^	234	187
1 FRI.	9.00P	56	NBC	OP		99	99	B	10.9	18	925	1752	716	250	789	260	517	470	434	219	613	184	403	395	366	175	151	72	199	155
2 FRI.	9.00P	60																												
9.00 - 9.30								A	10.2	16	866	1819	666	272	755	185	483	438	479	232	618	136^	392	404	424	189	190	70^	256	209
9.30 - 10.00								A	10.2	16	866	1790	692	260	790	210	536	469	494	219	600	125^	371	381	419	199	186	70^	214	166
IT'S YOUR MOVE					5	190		A	13.1	20	1112	1515	675	368	790	303	505	455	387	244	456	188^	321	326	198^	115^	130^	44v	139^	95^
1 WED.	9.30P	30	NBC	CS		98		B	14.6	22	1240	1643	734	325	797	314	536	478	362	213	503	212	350	301	230	131	194	97	149	105
JEFFERSONS					4	203		A	14.2	21	1206	1628	766	261	920	305	490	420	361	387	479	127^	233	240	222	213	127^	80^	102^	71^
1 SUN.	9.00P	30	CBS	CS		99		B	16.6	25	1409	1566	765	287	864	217	404	386	375	405	515	159	269	259	229	205	103	54	84	61

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
JESSIE	6	202		A	7.6	13	645	1420	707	233^	781	195^	374^	353^	337^	345^	546	191^	311^	322^	216^	210^	93v	27v	LT	LT
1 TUE. 10.00P 56 ABC OP		99		B	13.0	22	1104	1451	726	274	843	306	486	416	369	295	426	116	238	242	238	157	122	63	60	40
10.00 - 10.30				A	7.8	13	662	1465	709	247^	787	199^	384	382	341^	339^	584	223^	354^	355^	219^	206^	94v	30v	LT	LT
10.30 - 11.00				A	7.3	13	620	1376	714	218^	783	190^	366^	323^	333^	357^	502	152^	255^	284^	214^	218^	91v	24v	LT	LT
KATE & ALLIE	5	198	197	A	17.5	26	1486	1436	768	318	837	257	441	454	360	333	468	182	288	250	195	148	77^	71^	54^	31^
MON. 9.00P 30 CBS CS		98	99	B	17.5	25	1486	1508	792	312	858	272	460	463	372	339	431	136	246	233	203	153	109	68	110	72
KNIGHT RIDER	6	201	205	A	16.4	23	1392	2154	717	293	803	360	607	519	353	166	623	246	442	401	286	151	199	104	529	323
SUN. 8.00P 60 NBC A		99	99	B	17.5	26	1486	2040	693	275	755	319	515	478	336	185	647	245	443	420	316	155	208	102	430	287
8.00 - 8.30				A	15.5	22	1316	2127	702	288	787	355	602	506	342	158	604	240	436	394	283	138	194	103	542	329
8.30 - 9.00				A	17.4	25	1477	2154	730	294	812	364	607	530	355	170	631	247	441	398	282	162	197	102	514	312
KNOTS LANDING	5	205	205	A	19.3	31	1639	1441	811	261	940	337	532	453	387	356	376	121	206	199	177	150	59^	32^	66^	34^
THU. 10.00P 60 CBS GD		99	99	B	20.0	33	1698	1550	865	323	980	374	587	499	401	352	411	139	254	243	203	137	87	47	72	48
10.00 - 10.30				A	19.2	31	1630	1441	812	258	933	336	522	451	375	359	390	122	212	207	183	155	57^	32^	61^	27^
10.30 - 11.00				A	19.4	32	1647	1436	809	261	949	341	542	452	394	355	362	122	198	190	168	145	57^	31^	68^	41^
LAROUCHE-POLITICAL(S)			194	A	5.4	9	458	1352	493^	197^	582	228^	228^	220^	227^	273^	583	166^	349^	386^	349^	197^	69v	44v	118v	118v
2 MON. 10.30P 30 NBC P			99																							
LIFES-EMBARASSING MOMENTS(S)			207	A	15.9	26	1350	1832	704	239	795	374	548	475	311	181^	753	353	529	438	317	180^	226	114^	58^	58^
2 SUN. 10.00P 60 ABC GV			99																							
10.00 - 10.30				A	16.6	26	1409	1859	699	230	781	377	543	478	305	171^	769	368	550	464	325	173^	235	114^	74^	74^
10.30 - 11.00				A	15.2	25	1290	1797	708	248	810	372	551	473	316	192^	733	338	507	406	307	187^	213	114^	41v	41v
LOVE BOAT	7	208	208	A	15.6	27	1324	1681	903	318	1027	291	493	450	399	479	461	114	195	185	217	241	83^	59^	110	94^
SAT. 9.00P 60 ABC CS		99	99	B	15.4	27	1307	1637	785	277	869	250	397	364	344	427	511	154	252	226	224	221	122	73	135	85
9.00 - 9.30				A	15.3	26	1299	1674	896	320	1017	275	481	449	412	479	448	97^	175	180	219	247	92^	67^	117	97^
9.30 - 10.00				A	16.1	28	1367	1654	896	307	1019	297	493	445	383	473	460	126	207	186	208	228	73^	52^	102	89^
MAGNUM, P.I.	7	208	207	A	19.3	29	1639	1616	691	223	761	213	360	352	327	357	634	201	361	344	287	244	73^	33^	148	93
THU. 8.00P 60 CBS PD		99	99	B	19.9	31	1690	1661	714	252	783	208	392	380	369	346	629	193	364	350	308	229	88	30	161	109
8.00 - 8.30				A	18.0	28	1528	1639	687	212	760	206	349	345	325	363	635	199	363	344	283	250	81^	35^	163	99
8.30 - 9.00				A	20.5	31	1740	1596	699	234	764	217	368	359	330	356	629	202	358	342	290	239	66^	31^	137	89
MATT HOUSTON	7	207	208	A	11.2	19	951	1655	681	351	801	305	503	476	385	222	607	182	389	398	337	165	115^	55^	132^	109^
1 FRI. 10.00P 56 ABC PD		99	99	B	12.6	22	1070	1682	737	333	827	316	548	517	390	220	564	195	359	358	298	153	110	53	181	132
2 FRI. 10.00P 60																										
10.00 - 10.30				A	11.0	19	934	1670	689	353	795	290	497	481	393	226	616	180	396	401	349	167	119^	56^	140	111^
10.30 - 11.00				A	11.5	20	976	1631	668	347	804	319	509	470	375	217	599	183	380	393	326	163	108^	53^	120^	106^
MIAMI VICE	6	194	195	A	11.8	20	1002	1726	681	277	750	301	560	473	383	164	649	267	478	444	333	128	183	38^	144	108^
FRI. 10.00P 60 NBC OP		99	98	B	12.8	22	1087	1655	676	279	746	309	529	468	369	162	632	248	465	439	329	127	145	47	132	92
10.00 - 10.30				A	11.6	20	985	1750	670	275	744	287	557	471	390	163	651	259	479	438	346	126^	198	44^	157	119^
10.30 - 11.00				A	12.1	21	1027	1679	680	275	744	309	556	468	373	161	638	272	471	444	317	126	167	32^	130	99^
MIKE HAMMER	7	205	198	A	13.4	23	1138	1593	659	263	746	209	437	417	417	265	640	174	377	372	342	227	110^	37^	97^	79^
SAT. 9.00P 60 CBS PD		99	98	B	13.1	23	1112	1681	652	242	716	173	397	393	400	274	693	185	405	412	393	232	108	36	164	121
9.00 - 9.30				A	12.9	22	1095	1594	663	262	744	199	428	419	424	266	649	167	378	367	354	236	111^	36^	90^	74^
9.30 - 10.00				A	13.8	24	1172	1593	655	263	747	220	444	416	411	261	632	180	375	376	332	220	111	39^	103^	82^
MIKE HAMMER SPECIAL(S)			197	A	13.3	25	1129	1566	693	232	772	227	498	459	446	235	664	185^	429	388	348	235	88^	18v	42v	31v
2 SAT. 10.00P 60 CBS PD			98																							
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
MIKE HAMMER SPECIA-CONT'D																										
10.00 - 10.30				A	13.0	24	1104	1538	652	222^	737	188^	462	448	446	241	669	180^	423	383	346	246	89^	17v	43v	43v
10.30 - 11.00				A	13.5	25	1146	1594	734	243	806	264	532	472	448	229	660	187^	434	394	349	226	90^	20v	38v	20v
MONDALE FOR PRESIDENT-FRI(S)		208		A	17.7	31	1503	1430	776	233	847	195	375	387	407	408	452	180	266	235	153^	177	77^	23v	54^	32v
1 FRI. 10.54P 6 CBS P		99																								
MONDALE FOR PRESIDENT-1(S)		205		A	13.1	26	1112	1711	705	322	835	173^	454	452	448	323	601	175^	341	373	328	202^	137^	72^	138^	104^
1 SAT. 10.54P 6 CBS P		99																								
MONDALE FOR PRESIDENT-SU(S)		204		A	12.6	23	1070	1563	718	298	925	253	484	463	428	406	467	190^	272	275	207^	159^	112^	74^	59v	59v
1 SUN. 10.55P 5 CBS P		99																								
MONDALE FOR PRESIDENT MON(S)			201	A	18.4	33	1562	1399	756	265	887	280	477	424	414	355	423	116^	218	195	199	182	59^	59^	30v	30v
2 MON. 10.54P 6 CBS P			99																							
MONDALE PD POLITICAL-SUN.(S)		200		A	10.5	19	891	1520	852	371	865	232^	494	456	465	333	614	129^	313	298	367	273^	23v	LT	18v	18v
1 SUN. 10.55P 5 NBC P		99																								
MONDALE POLITICAL-MON 1(S)			197	A	10.0	16	849	1893	734	241^	772	234^	450	407	377	284^	683	339	496	449	276^	155^	181^	86^	257^	138^
2 MON. 9.55P 5 NBC P			99																							
MONDALE POLITICAL-MON 2(S)			197	A	5.7	9	484	1370	572	345^	700	281^	281^	326^	285^	273^	478^	166^	264^	316^	256^	162^	83v	46v	109v	109v
2 MON. 10.25P 5 NBC P			99																							
MONDALE-FERRARO COMMITTEE(S)		204		A	7.1	13	603	1406	700	194^	775	200^	362^	286^	314^	363^	523	176^	293^	315^	221^	208^	108^	LT	LT	LT
1 TUE. 10.56P 4 ABC P		99																								
MONDALE FERRARO COMMITTEE(S)		206		A	16.1	29	1367	1446	835	308	899	248	439	392	436	397	493	139^	231	201	254	234	43v	21v	11v	11v
1 WED. 10.56P 4 ABC P		99																								
MURDER, SHE WROTE	5	204		A	16.9	24	1435	1560	809	272	911	216	420	426	441	429	502	115^	246	238	240	229	68^	33v	79^	51^
1 SUN. 8.00P 60 CBS SM		99		B	19.0	28	1613	1680	795	323	892	231	457	431	427	382	568	144	300	314	304	217	105	53	115	78
8.00 - 8.30				A	17.0	25	1443	1566	813	279	913	213	415	430	451	428	523	122^	255	246	251	238	63^	35v	67^	39v
8.30 - 9.00				A	16.8	24	1426	1545	801	264	907	215	422	419	433	432	478	107^	232	227	227	221	71^	31v	89^	61^
NBC MONDAY NIGHT MOVIES	6	188	195	A	20.2	31	1715	1763	810	307	849	261	514	471	454	294	526	184	346	317	275	152	195	82	193	130
1 MON. 9.00P 120 NBC FF		95	98	B	21.5	33	1825	1729	820	299	882	322	562	505	420	266	537	205	354	330	265	140	165	78	145	95
2 MON. 8.00P 115																										
8.00 - 8.30				A	19.5	30	1656	2221	773	308	784	278	549	497	382	211	684	255	480	442	356	153	276	80^	477	328
8.30 - 9.00				A	21.2	32	1800	2077	680	281	696	243	468	455	360	185	694	270	509	476	364	137^	274	77^	413	301
9.00 - 9.30				A	19.8	29	1681	1739	807	305	848	261	499	461	448	302	514	177	342	313	278	148	219	93	158	111
9.30 - 10.00				A	19.0	28	1613	1722	839	302	884	271	520	465	466	329	504	184	332	306	253	150	193	95	141	87
10.00 - 10.30				A	21.8	35	1851	1447	865	326	921	253	529	470	522	353	385	108^	208	188	206	165	107^	66^	34v	11v
10.30 - 11.00				A	21.8	37	1851	1434	856	321	913	244	523	467	526	347	405	115^	225	195	214	164	91^	65^	25v	LT
NBC NEWS DIGEST-M-F	28	177	177	A	14.4	22	1223	1932	754	291	806	265	481	446	398	273	599	223	402	380	289	166	220	97	307	210
1 M-F 8.58P 1 NBC N		91	91	B	15.4	24	1307	1858	732	285	786	269	468	437	372	262	613	225	390	364	289	182	192	88	267	180
2 MON. 9.00P 2																										
2 W-F 8.58P 1																										
NBC NEWS DIGEST-2-M-F	11	184	186	A	12.5	20	1061	1665	708	303	778	271	475	461	378	247	584	210	406	396	318	136	150	82	153	128
1 TUE. 9.58P 1 NBC N		94	96	B	15.7	24	1333	1679	760	310	819	310	525	495	376	240	578	222	381	357	287	150	145	73	137	99
1 FRI. 9.54P 1																										
2 THU. 9.58P 1																										

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
NBC NEWS DIGEST-SAT	6	181	176	A	12.3	21	1044	1839	688	279	780	269	451	399	307	298	378	132	207	219	166	137	282	188	399	316
SAT. 8.58P 1 NBC N		93	93	B	12.5	22	1061	1890	747	286	828	298	482	420	318	316	399	136	210	215	174	153	274	167	389	285
NBC NEWS DIGEST-2-SAT.	3		182	A	12.1	21	1027	2045	732	190^	769	336	530	483	347	202^	589	216^	405	417	324	127^	283	88^	404	337
2 SAT. 9.53P 1 NBC N			95	B	10.8	19	917	1951	781	265	851	324	550	492	396	254	523	169	326	345	305	141	256	100	321	257
NBC NEWS DIGEST-SUN	5	174	174	A	14.1	20	1197	2099	731	277	804	336	552	485	359	208	669	277	434	378	275	203	194	99^	432	270
SUN. 8.58P 1 NBC N		91	92	B	14.5	21	1231	2029	695	274	741	298	477	439	333	211	645	264	426	375	282	189	189	102	454	302
NBC NEWS DIGEST-2-SUN.	3	182		A	15.8	24	1341	1530	802	337	812	226	483	447	429	284	574	169^	358	334	330	174^	71^	22v	73^	59^
1 SUN. 9.49P 1 NBC N		96		B	15.4	24	1307	1639	688	297	709	255	447	403	348	218	626	216	429	413	343	158	172	73	132	90
NBC NIGHTLY NEWS-SAT.	6	166	167	A	10.0	19	849	1449	668	174	722	126^	265	300	347	422	566	110^	220	226	287	310	90^	6v	71^	42^
SAT. 6.30P 30 NBC N		92	89	B	9.1	19	773	1444	680	179	719	145	268	293	321	405	597	154	247	249	234	309	79	24	49	38
NBC NIGHTLY NEWS-SUN	1		118	A	7.2	12	611	1547	809	238^	845	135^	265^	344^	432	439	665	238^	306^	342^	262^	249^	LT	LT	37v	37v
2 SUN. 6.30P 30 NBC N			72	B	7.2	12	611	1547	809	238	845	135	265	344	432	439	665	238	306	342	262	249	LT	LT	37	37
NBC NIGHTLY NEWS	30	203	195	A	10.9	19	925	1642	778	249	831	172	345	361	439	417	587	133	253	272	303	296	59^	35^	165	114
M-F 6.30P 30 NBC N		99	96	B	10.2	19	866	1539	744	236	789	164	327	340	391	402	597	140	254	277	283	295	44	24	109	67
NBC SUNDAY NIGHT MOVIE	5	196	196	A	15.2	24	1290	1693	794	368	851	300	564	506	416	237	627	242	410	357	307	178	111	48^	104	74^
1 SUN. 9.00P 115 NBC FF		99	99	B	16.1	26	1367	1667	738	311	795	305	508	455	378	229	610	233	398	387	302	160	141	56	121	80
2 SUN. 9.00P 120																										
9.00 - 9.30				A	15.4	22	1307	1737	796	350	836	287	554	518	420	229	639	248	411	356	306	186	127	54^	135	105
9.30 - 10.00				A	15.3	23	1299	1681	803	364	843	282	553	504	419	242	614	245	408	359	295	159	109	53^	115	80^
10.00 - 10.30				A	15.5	25	1316	1648	775	371	844	310	557	491	397	236	614	233	404	352	308	174	102	43^	88^	56^
10.30 - 11.00				A	14.6	25	1240	1708	795	392	881	316	591	507	435	239	643	243	414	359	318	195	108	45^	76^	52^
NEWHART	4	200	197	A	17.3	26	1469	1405	780	331	850	238	439	459	388	338	471	179	281	253	196	160	55^	43^	29^	23^
MON. 9.30P 30 CBS CS		98	99	B	18.6	28	1579	1432	797	317	860	267	466	458	385	337	431	154	253	238	191	148	86	46	55	40
NEWSBREAK-M-F	33	183	182	A	16.1	25	1367	1538	784	303	862	251	447	426	405	360	502	151	277	274	226	195	87	40^	87	53
MTHF 9.58P 1 CBS N		87	88	B	16.0	25	1358	1578	817	304	895	265	469	447	417	371	490	139	272	260	245	185	96	48	97	66
1 TUE. 9.59P 1																										
1 WED. 9.55P 1																										
2 WED. 9.57P 1																										
NEWSBREAK-SAT.	7	189	184	A	12.0	21	1019	1650	656	259	755	224	448	418	408	270	658	221	409	399	322	216	117^	47^	120^	97^
SAT. 9.58P 1 CBS N		93	94	B	11.7	20	993	1693	639	246	713	188	396	391	376	273	694	198	403	410	379	235	112	41	174	133
NEWSBREAK-SUN.	6	185	196	A	19.4	30	1647	1588	793	326	891	224	427	449	446	385	606	149	351	349	330	216	50^	34^	41^	38^
1 SUN. 9.58P 1 CBS N		89	97	B	16.6	26	1409	1538	772	285	863	220	411	412	405	383	576	174	329	316	286	200	60	31	39	30
2 SUN. 9.59P 2																										
NFL MONDAY NIGHT FOOTBALL	8	213	211	A	16.1	27	1367	1445	469	204	489	137	307	305	270	148	844	289	517	516	430	262	58^	14v	54^	31^
1 MON. 9.00P 180 ABC SE		99	99	B	15.5	26	1316	1457	447	180	471	134	285	263	255	159	870	325	552	515	424	258	66	21	50	30
2 MON. 9.00P 186																										
9.00 - 9.30				A	15.4	22	1307	1509	502	203	534	166	341	326	268	160	842	289	508	503	426	284	69^	LT	64^	28^
9.30 - 10.00				A	18.1	27	1537	1536	515	228	546	154	343	327	293	176	848	278	499	503	444	294	66^	14v	76^	46^
10.00 - 10.30				A	19.2	29	1630	1494	489	226	498	142	317	306	283	151	874	296	530	533	446	278	57^	12v	65^	35^
10.30 - 11.00				A	16.9	27	1435	1399	447	196	456	118	287	297	277	131	847	281	522	522	440	254	55^	13v	41^	22v
11.00 - 11.30				A	14.8	27	1257	1361	408	194	445	121	275	271	249	134	824	303	523	513	404	222	45^	22v	47^	36^
11.30 - 12.00				A	12.8	30	1087	1351	447	175	454	123	279	296	237	144	820	283	514	517	421	228	42^	15v	35^	29v
12.00 - 12.30				A	10.5	29	891	1293	488	198^	488	87^	206^	321	335	167^	748	286	478	477	378	222^	57v	LT	LT	LT

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																																
NIGHT COURT							6	201	202	A	15.7	24	1333	1694	705	283	798	303	474	457	356	268	552	230	408	384	269	119	177	94^	167	118
		THU.	9.30P	30	NBC	CS		99	99	B	17.0	26	1443	1647	735	298	799	316	496	478	348	245	579	252	413	394	270	125	149	76	120	75
PAPER DOLLS							5	205		A	10.3	16	874	1526	784	241^	827	270^	493	435	362	252^	531	230^	340	294	189^	167^	97^	86^	71v	53v
	1	TUE.	9.00P	60	ABC	GD		99		B	13.0	20	1104	1595	782	319	886	397	577	461	351	232	436	181	268	256	180	136	154	103	119	74
			9.00 - 9.30							A	10.6	16	900	1543	749	235^	795	252^	464	404	339	260^	509	210^	321	278	186^	165^	110^	90^	129^	101^
			9.30 - 10.00							A	10.0	16	849	1499	819	246^	859	288^	522	466	382	244^	551	249^	357	314	195^	165^	81^	81^	8v	LT
PARTNERS IN CRIME							7	191		A	10.4	18	883	1784	778	403	844	278^	537	560	478	243^	428	155^	241^	266^	232^	146^	207^	115^	305	212^
	1	SAT.	9.00P	60	NBC	PD		97		B	12.5	22	1061	1856	772	357	836	299	539	486	397	251	499	152	310	312	280	152	234	104	287	228
			9.00 - 9.30							A	10.5	18	891	1728	779	409	845	283	536	558	470	242^	415	152^	242^	264^	223^	135^	199^	111^	269^	186^
			9.30 - 10.00							A	10.3	18	874	1828	771	396	837	272^	535	563	483	238^	438	153^	235^	267^	240^	157^	215^	116^	338	237^
PUNKY BREWSTER							4		182	A	10.4	15	883	1939	682	184^	787	324	574	465	324	213^	377	119^	223^	240^	192^	109^	200^	105^	575	414
	2	SUN.	7.30P	30	NBC	CS			94	B	11.5	18	976	1879	673	231	751	280	492	462	325	231	489	194	308	305	218	139	219	108	420	308
REAGAN FOR PRESIDENT-WED(S)								204		A	10.2	19	866	1192	606	177^	618	117^	284^	251^	350	334	547	144^	334	318	281^	186^	LT	LT	27v	27v
	1	WED.	10.54P	6	CBS	P		99																								
REAGAN FOR PRESIDENT-FRI(S)								202		A	15.4	25	1307	1666	683	203	712	182^	305	292	290	378	598	158^	292	261	270	295	28v	LT	328	234
	1	FRI.	8.54P	6	CBS	P		99																								
REAGAN FOR PRESIDENT-SAT(S)								206		A	10.3	18	874	2093	704	290	789	213^	487	508	446	256^	779	298	536	488	403	201^	107^	47v	418	295
	1	SAT.	8.53P	7	CBS	P		99																								
REAGAN FOR PRESIDENT MON(S)									203	A	12.5	19	1061	1340	660	224^	734	162^	271	312	326	394	452	118^	235	233^	194^	207^	69^	34v	85^	40v
	2	MON.	8.00P	30	CBS	P			99																							
REAGAN PAID POLITICAL-FRI(S)								197		A	9.8	16	832	1644	661	271^	674	166^	436	422	428	197^	564	161^	386	414	350	133^	173^	66v	233^	233^
	1	FRI.	9.56P	4	NBC	P		99																								
REAGAN PD POLITICAL-SAT(S)								199		A	8.5	17	722	1528	773	396	837	268^	479	471	454	240^	426	112^	179^	184^	229^	211^	175^	111^	90^	71v
	1	SAT.	10.55P	5	NBC	P		99																								
REAGAN POLITICAL-MON(S)									195	A	6.9	11	586	1515	621	355^	742	297^	354^	359^	310^	262^	486	201^	294^	330^	219^	156^	116^	72v	171^	171^
	2	MON.	10.00P	25	NBC	P			99																							
REAGAN-BUSH'84 COMM.(S)								208		A	9.7	17	824	1542	643	377	739	236^	446	464	410	225^	598	123^	368	378	399	194^	59v	25v	146^	118^
	1	FRI.	10.56P	4	ABC	P		99																								
REAGAN-BUSH '84 COMM(S)									192	A	7.0	11	594	1572	565	329^	659	183^	330^	248^	292^	329^	795	261^	489	393^	341^	295^	38v	38v	80v	11v
	2	MON.	8.00P	24	ABC	P			97																							
REMINGTON STEELE							5	199		A	15.7	27	1333	1599	792	347	850	247	499	483	468	311	653	256	469	436	342	135^	41v	24v	55^	30v
	1	TUE.	10.00P	60	NBC	PD		99		B	17.0	29	1443	1580	711	293	770	285	518	490	387	201	635	260	472	417	318	128	111	35	64	39
			10.00 - 10.30							A	15.8	26	1341	1606	788	357	850	249	500	481	464	312	645	247	464	441	344	133^	50^	29v	61^	36v
			10.30 - 11.00							A	15.5	27	1316	1596	799	337	852	244	501	487	474	313	664	267	477	435	341	136^	31v	20v	49^	23v
REPUBLICAN NAT'L COMM.(S)								208		A	12.2	24	1036	1329	811	275	868	251	452	429	410	396	348	103^	166^	160^	188^	166^	75^	31v	38v	38v
	1	SAT.	10.56P	4	ABC	P		99																								
RIPLEY'S BELIEVE IT-NOT							7	196	194	A	12.7	19	1078	2091	693	227	759	291	465	448	368	225	805	331	598	519	391	177	136	42^	391	238
		SUN.	7.00P	60	ABC	U		97	97	B	11.1	18	942	2039	695	257	752	271	448	435	371	226	751	308	504	437	337	210	178	58	358	240
			7.00 - 7.30							A	11.6	18	985	2071	691	227	754	274	443	437	366	240	796	321	584	503	384	185	147	48^	374	248
			7.30 - 8.00							A	13.8	20	1172	2102	693	226	761	301	478	456	368	216	809	338	609	529	397	173	127	40^	405	227
RIPTIDE							4	199		A	17.7	27	1503	1664	743	332	796	273	486	470	386	271	641	268	423	419	295	170	101^	50^	126^	89^
CONT'D																																

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
RIPTIDE-CONT'D																										
1 TUE. 9.00P 60 NBC PD		99		B	20.2	31	1715	1710	668	266	738	258	475	448	361	219	671	255	459	420	334	170	153	54	148	99
9.00 - 9.30				A	18.1	28	1537	1692	742	301	796	275	480	464	376	280	640	274	416	415	285	176	101^	50^	155^	101^
9.30 - 10.00				A	17.4	27	1477	1619	737	360	787	268	487	472	392	260	637	259	425	421	302	164^	102^	51^	93^	77^
ST. ELSEWHERE	7	201	206	A	13.2	23	1121	1447	791	363	906	392	621	575	419	242	463	192	341	359	219	80^	41^	6v	37^	36^
WED. 10.00P 60 NBC GD		98	99	B	13.6	23	1155	1559	801	333	865	359	585	558	394	226	549	254	423	383	250	103	94	41	51	35
10.00 - 10.30				A	13.5	23	1146	1440	783	366	899	385	610	568	418	246	449	180	325	347	220	79^	49^	13v	43^	38^
10.30 - 11.00				A	12.9	23	1095	1446	800	354	907	397	627	581	415	237	473	204	358	371	215	78^	35^	LT	31^	31^
SAT MOVIE OF THE WEEK-NBC(S)			191	A	14.0	25	1189	1986	736	210	780	343	520	477	352	204^	590	205^	387	417	327	143^	267	86^	349	293
2 SAT. 9.00P 120 NBC FF			98																							
9.00 - 9.30				A	13.7	23	1163	2074	743	196^	786	368	533	477	325	209^	598	212^	369	415	323	156^	274	110^	416	329
9.30 - 10.00				A	13.7	23	1163	1999	722	183^	756	352	512	484	322	194^	568	220	380	390	294	136^	272	96^	403	333
10.00 - 10.30				A	14.4	26	1223	1989	732	212	778	324	515	473	372	197^	604	209	413	435	338	137^	267	62^	340	290
10.30 - 11.00				A	14.4	27	1223	1842	737	242	783	324	509	468	372	210	575	179^	376	420	344	135^	247	74^	237	221
SCARECROW & MRS. KING	5	201		A	18.4	28	1562	1391	713	281	769	167	359	368	424	358	417	146^	213	187	185	174	112^	62^	93^	65^
1 MON. 8.00P 60 CBS GD		99		B	17.4	26	1477	1611	772	286	851	231	440	431	398	354	469	126	239	240	243	185	98	42	193	133
8.00 - 8.30				A	17.7	27	1503	1405	722	278	774	166	357	364	424	371	410	135^	199	182	182	180	116^	61^	105^	78^
8.30 - 9.00				A	19.1	28	1622	1372	705	282	763	166	358	371	424	346	425	156	226	190	188	170	105^	62^	79^	52^
SILVER SPOONS	5	178	147	A	10.0	15	849	1842	579	224	645	253	433	373	294	181	457	173	275	246	221	144^	267	131^	473	298
1 SUN. 7.30P 30 NBC CS		93	79	B	10.3	17	874	1834	647	286	706	251	454	432	337	197	482	181	309	299	235	132	223	122	423	275
2 SUN. 7.00P 30																										
SIMON & SIMON	6	208	208	A	20.2	31	1715	1573	753	226	833	226	410	398	386	371	561	151	296	302	266	226	58^	26^	121	72^
THU. 9.00P 60 CBS PD		99	99	B	20.6	32	1749	1675	771	263	853	262	463	426	397	340	606	182	350	327	307	214	99	27	117	75
9.00 - 9.30				A	19.8	30	1681	1575	737	213	808	218	391	381	368	370	559	146	291	299	268	230	70^	30^	138	88
9.30 - 10.00				A	20.7	31	1757	1558	764	236	853	232	427	414	399	370	558	153	296	302	261	222	45^	22^	102	56^
60 MINUTES	8	209	209	A	23.9	36	2029	1638	741	301	783	165	340	375	395	377	721	208	367	355	324	295	79	27^	55^	32^
1 SUN. 7.00P 60 CBS DN		99	99	B	21.0	33	1783	1621	751	309	809	180	357	359	386	398	669	183	347	344	323	275	67	26	76	45
2 SUN. 7.02P 60																										
7.00 - 7.30				A	22.7	35	1927	1637	745	293	779	165	339	368	392	381	722	207	362	349	325	306	74	25^	62^	32^
7.30 - 8.00				A	25.1	37	2131	1629	736	307	783	166	340	378	394	373	717	208	370	357	321	287	81	27^	48^	32^
SPORTSBREAK-SAT	8	202	199	A	11.1	19	942	1850	697	270	746	181	422	451	433	263	688	231	424	416	378	231	109^	54^	307	210
SAT. 8.58P 1 CBS SN		98	94	B	11.2	20	951	1952	693	276	757	220	445	424	398	269	767	293	506	461	384	222	118	38	310	222
SPORTSBREAK-SUN	8	201	203	A	19.8	28	1681	1635	803	303	870	189	397	429	442	404	584	151	324	319	299	222	85	40^	96	71^
1 SUN. 8.58P 1 CBS SN		98	99	B	19.1	28	1622	1642	793	310	880	215	425	419	417	397	578	153	316	317	299	221	89	45	95	64
2 SUN. 9.40P 1																										
T.J. HOOKER	5	208	208	A	12.3	21	1044	1604	751	250	835	206	346	319	361	446	584	143	255	263	279	283	59^	17v	126	78^
SAT. 8.00P 60 ABC OP		99	99	B	12.4	22	1053	1691	733	257	791	189	341	326	350	404	573	124	250	279	280	270	131	75	196	125
8.00 - 8.30				A	11.9	20	1010	1609	761	255	842	206	348	317	361	452	587	147	256	257	278	283	61^	18v	119^	70^
8.30 - 9.00				A	12.7	22	1078	1587	740	242	823	205	343	323	361	434	578	138	251	266	278	283	55^	15v	131	85^
TV BLOOPERS & PRAC. JOKES	7	200		A	15.7	24	1333	1866	836	290	868	340	513	442	358	303	498	143^	285	278	249	207	243	118^	257	195
1 MON. 8.00P 60 NBC CV		97		B	16.3	25	1384	1875	731	314	808	320	502	405	342	270	545	211	328	280	235	185	226	100	296	213
8.00 - 8.30				A	14.9	23	1265	1858	834	298	871	336	511	439	366	306	472	119^	260	253	249	208	261	116^	254	196
8.30 - 9.00				A	16.5	24	1401	1864	833	282	863	343	514	444	348	298	520	164^	306	298	246	209	224	118^	257	191
THREE'S A CROWD	2	198		A	14.3	23	1214	1844	699	264	776	262	417	412	302	307	616	277	390	284	229	214	194^	87^	258	184^
1 TUE. 8.00P 30 ABC CS		99		B	14.9	23	1265	1729	673	244	747	282	402	354	265	304	585	232	358	289	221	204	180	90	217	159

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
TRAPPER JOHN, M.D.	5	203		A	14.5	24	1231	1673	691	302	954	288	534	483	428	387	482	203	295	291	217	142^	152^	84^	85^	85^
1 SUN. 10.00P 55 CBS GD		99		B	15.2	26	1290	1472	737	273	860	233	429	398	386	378	509	178	284	272	235	178	68	31	35	29
10.00 - 10.30				A	14.4	23	1223	1702	685	296	956	298	539	484	427	377	490	202^	296	292	225	145^	156^	84^	100^	100^
10.30 - 11.00				A	14.7	26	1248	1625	695	305	943	275	522	483	426	390	465	200	288	286	207	136^	149^	83^	68^	68^
20/20	6	208	207	A	14.7	24	1248	1542	720	325	784	204	409	401	370	326	659	157	333	366	333	264	83^	45^	16v	6v
THU. 10.00P 60 ABC DN		99	99	B	14.7	25	1248	1512	730	313	813	202	420	427	410	329	601	159	333	350	297	219	67	31	31	21
10.00 - 10.30				A	15.2	24	1290	1546	727	337	787	208	418	413	371	318	643	150	326	358	322	255	93^	48^	23v	10v
10.30 - 11.00				A	14.2	24	1206	1527	709	311	778	197	398	388	371	332	670	165	337	372	343	271	70^	39^	9v	LT
V	3	205	205	A	14.2	23	1206	2219	741	273	819	290	577	489	444	193	619	246	462	446	331	120	282	105	499	352
FRI. 8.00P 60 NBC SF		99	99	B	14.6	24	1240	2152	748	287	815	292	574	493	437	195	656	273	473	443	329	142	253	104	428	309
8.00 - 8.30				A	14.2	24	1206	2225	746	264	825	294	569	478	440	209	607	235	445	432	325	127	284	103^	509	351
8.30 - 9.00				A	14.1	23	1197	2222	740	280	816	287	589	502	453	178	631	256	478	462	338	115	284	107	491	357
WEBSTER	7	206	208	A	16.4	26	1392	1711	746	344	830	257	444	433	375	328	450	142	229	221	214	188	144	89^	287	195
FRI. 8.30P 30 ABC CS		99	99	B	16.1	27	1367	1793	775	320	864	285	475	458	378	328	480	165	269	258	222	172	148	87	301	193
WHO'S THE BOSS?	2	201		A	14.5	22	1231	1823	734	264	814	291	461	423	317	299	513	246	352	240	185^	161^	238	114^	258	160^
1 TUE. 8.30P 30 ABC CS		99		B	16.4	24	1392	1749	720	268	813	315	454	392	307	299	521	224	339	269	198	161	207	118	208	138
•LATE FRINGE																										
ABC NEWS:NIGHTLINE-MON	5	202	198	A	3.8	18	323	963	368^	55v	406	50v	205^	233^	201^	173^	532	164^	232^	297^	290^	235^	LT	LT	25v	25v
1 MON. 12.30A 30 ABC N		97	96	B	3.7	17	314	1043	355	111	441	120	216	232	221	152	592	203	346	361	297	207	LT	LT	LT	LT
2 MON. 12.35A 30																										
ABC NEWS:NIGHTLINE	19	197	196	A	6.0	17	509	1430	629	196	708	182	367	327	366	279	683	230	374	356	304	259	15v	LT	24v	12v
1 TUE. 11.30P 32 ABC N		97	97	B	5.9	16	501	1397	636	227	708	191	369	335	369	271	621	199	337	316	282	238	34	16	34	19
W-F 11.30P 30																										
ABC NEWS:NIGHTLINE-THU(B)		198		A	4.1	17	348	1118	359^	49v	359^	LT	LT	69v	173v	290^	750	333^	379^	161v	178v	345^	LT	LT	LT	LT
1 THU. 12.00M 47 ABC N		97																								
12.00 - 12.30				A	4.5	18	382	1152	359^	40v	359^	LT	LT	68v	165v	291^	781	364^	407^	206^	169^	338^	12v	LT	LT	LT
12.30 - 1.00				A	3.4	16	289	1045	360^	73v	360^	LT	LT	73v	194v	287^	685^	263^	322^	59v	207v	363^	LT	LT	LT	LT
ABC ROCKS	5	133	132	A	2.2	7	187	824	310^	198^	460^	310^	310^	160v	118v	48v	294^	198^	252^	199^	96v	42v	70v	LT	LT	LT
FRI. 12.00M 32 ABC PC		74	74	B	2.3	7	195	990	339	299	454	267	396	291	175	LT	405	234	314	300	145	68	40	LT	91	68
ABC SPECIAL REPORT-2:30AM(S)		52		A	.5	5	42	452v	LT	LT	LT	LT	LT	LT	LT	LT	452v	LT	452v	452v	452v	LT	LT	LT	LT	LT
1 TUE. 2.30A 30 ABC N		49																								
ABC SPECIAL REPORT-'84 VT(S)			188	A	7.7	15	654	1454	667	150^	723	239^	362^	322^	324^	278^	696	240^	462	384	340^	222^	35v	35v	LT	LT
2 TUE. 11.21P 40 ABC N			97																							
11.00 - 11.30				A	10.0	18	849	1488	701	224^	808	267^	450	397	398	249^	633	190^	395	351	336	215^	47v	47v	LT	LT
11.30 - 12.00				A	7.1	15	603	1441	660	123^	693	231^	330^	295^	295^	291^	719	261^	489	396^	339^	223^	29v	29v	LT	LT
ABC WEEKEND REPORT-SAT.	6	169	164	A	3.6	9	306	1330	869	298^	869	203^	497	527	509	287^	461	65v	229^	210^	354^	199^	LT	LT	LT	LT
SAT. 11.30P 15 ABC N		89	88	B	4.1	11	348	1310	759	187	796	207	414	440	434	265	501	78	209	209	289	256	LT	LT	LT	LT
ABC WEEKEND REPORT-SUN.	6	169	169	A	3.6	11	306	1121	585	196^	644	304^	373^	251^	245^	210^	477	173^	268^	192^	209^	167^	LT	LT	LT	LT
1 SUN. 12.03A 15 ABC N		91	91	B	3.6	12	306	1083	572	231	607	200	340	276	268	228	447	153	278	230	201	149	19	19	LT	LT
2 SUN. 11.30P 15																										
CAMPAIGN '84	7	184		A	4.0	12	340	932	588^	132v	650^	147v	297^	320^	274^	306^	282^	LT	91v	91v	173v	191^	LT	LT	LT	LT
1 TUE. 11.30P 30 CBS P		93		B	3.9	11	331	1130	648	215	710	161	366	396	383	262	387	76	169	167	219	191	LT	LT	18	LT

KEY: A—CURRENT REPORT B—SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
CAMPAIGN '84:ELECT-11.30P(S)			166	A	5.3	11	450	1438	655	138v	655	177^	295^	278^	239^	335^	651	224^	440^	366^	311^	180^	121v	LT	11v	LT
2 TUE. 11.30P 23 CBS P			64																							
CAMPAIGN '84:ELECT-12.00A(S)			167	A	4.3	11	365	1455	721	282^	721	88v	324^	470^	441^	251^	704	230^	406^	526^	406^	162v	LT	LT	30v	LT
2 TUE. 12.00M 23 CBS P			76																							
CAMPAIGN '84:ELECT-12.30A(S)			196	A	5.6	17	475	1463	757	85v	757	150^	330^	425^	401^	269^	680	177^	320^	459^	396^	221^	LT	LT	26v	LT
2 TUE. 12.30A 23 CBS P			91																							
CAMPAIGN '84:ELECT-1.00A(S)			190	A	3.9	16	331	1650	913	73v	913	227^	545^	513^	427^	302^	549^	196^	360^	360^	273^	189v	99v	99v	89v	89v
2 TUE. 1.00A 23 CBS P			87																							
CAMPAIGN '84:ELECT-1.30A(S)			189	A	3.5	18	297	1455	835^	61v	835^	198v	562^	482^	407^	270^	576^	290^	414^	414^	252^	162v	44v	44v	LT	LT
2 TUE. 1.30A 23 CBS P			86																							
CBS NEWS NIGHTWATCH-1	29	61	63	A	1.3	14	110	936	455^	227^	555^	182^	400^	345^	282^	128v	373^	218^	237^	191^	119v	136v	LT	LT	LT	LT
1 MWTHSU 2.00A 30 CBS N		60	59	B	1.2	13	102	815	410	211	481	129	324	283	266	136	331	141	183	198	160	112	LT	LT	LT	LT
2 M-THSU 2.00A 30																										
CBS NEWS NIGHTWATCH-2	35	95	95	A	1.2	21	102	833	353^	196^	470^	157^	353^	333^	255^	107v	363^	216^	275^	264^	138v	79v	LT	LT	LT	LT
M-THSU 2.30A 210 CBS N		86	85	B	1.0	19	85	745	301	175	354	120	262	244	186	77	391	202	273	276	145	103	LT	LT	LT	LT
2.30 - 3.00				A	1.5	19	127	1031	496	330^	606	181^	449^	410^	323^	133^	425^	236^	291^	252^	158^	134^	LT	LT	LT	LT
3.00 - 3.30				A	1.3	20	110	800	345^	236^	472^	128v	355^	310^	263^	117v	328^	200^	246^	246^	100v	82v	LT	LT	LT	LT
3.30 - 4.00				A	1.2	21	102	912	451^	235^	579^	216^	461^	402^	313^	118v	333^	264^	333^	333^	69v	LT	LT	LT	LT	LT
4.00 - 4.30				A	1.1	22	93	903	387^	162v	527^	236^	430^	376^	248^	97v	376^	215^	322^	322^	161v	54v	LT	LT	LT	LT
4.30 - 5.00				A	1.0	21	85	835	329^	117v	424^	200^	341^	341^	176v	83v	411^	270^	329^	306^	141v	82v	LT	LT	LT	LT
5.00 - 5.30				A	1.0	21	85	494^	142v	153v	247^	106v	177v	177v	118v	70v	247^	165v	165v	165v	82v	82v	LT	LT	LT	LT
5.30 - 6.00				A	1.2	23	102	657	236^	157^	294^	49v	206^	206^	216^	88v	363^	137v	206^	245^	226^	118v	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD	7	137	163	A	6.8	14	577	1438	751	220	790	150^	351	376	439	370	634	247	381	336	286	253	LT	LT	14v	14v
1 SUN. 11.00P 15 CBS N		73	79	B	5.8	13	492	1330	708	244	789	172	357	351	377	367	516	138	269	258	265	223	12	LT	13	13
2 SUN. 11.02P 15																										
DAVID LETTERMAN I	23	189	189	A	3.3	17	280	1300	517	100^	546	203^	303	304	239	167^	650	407	497	321	172^	139^	25v	LT	79^	LT
1 M-W 12.30A 30 NBC GV		99	99	B	3.4	17	289	1259	508	192	572	233	328	300	251	156	646	354	462	355	236	147	LT	LT	30	LT
1 THU. 12.35A 30																										
2 MON. 1.00A 30																										
2 W & TH 12.30A 30																										
DAVID LETTERMAN II	23	190	189	A	2.4	16	204	1441	475	107^	475	162^	264^	284^	220^	142^	672	417	539	367	201^	123^	44v	LT	250^	LT
1 M-W 1.00A 30 NBC GV		99	99	B	2.5	17	212	1215	479	156	495	178	286	282	248	132	631	375	494	352	219	121	LT	LT	74	LT
1 THU. 1.05A 30																										
2 MON. 1.30A 30																										
2 W & TH 1.00A 30																										
DECISION '84-REVIEW(S)			196	A	5.4	14	458	1546	597	153^	913	325^	549	394^	462^	277^	633	122v	279^	388^	462^	245^	LT	LT	LT	LT
2 MON. 11.30P 30 NBC P			99																							
DECISION '84-ELECT-11.00P(S)			77	A	3.0	5	255	1490	546^	LT	565^	67v	306^	239v	329^	259^	666^	185v	423^	361^	286^	243v	133v	133v	126v	126v
2 TUE. 11.00P 23 NBC P			33																							
DECISION '84-ELECT-11.30P(S)			188	A	8.5	17	722	1648	831	222^	874	175^	473	504	522	322^	667	104^	326^	399	421	268^	20v	20v	87v	87v
2 TUE. 11.30P 23 NBC P			95																							
DECISION '84-ELECT-12.00M(S)			186	A	6.8	17	577	1471	682	222^	715	91v	325^	353^	473	338^	638	72v	321^	390^	415^	248^	18v	18v	100v	100v
2 TUE. 12.00M 23 NBC P			94																							

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
LATE FRINGE CONT'D																														
DECISION '84-ELECT-12.30A(S)							198	A	6.0	18	509	1578	773	189^	773	210^	447^	464^	423^	284^	650	120v	344^	409^	395^	241^	13v	13v	142^	142^
2 TUE.	12.30A	23	NBC	P			99																							
DECISION '84-ELECT-1.00A(S)						191	~~192~~	A	~~3.5~~ 3.1	~~14~~ 12	~~297~~ 263	1212	680^	337^	680^	179v	387^	434^	386^	209v	532^	54v	243^	366^	373^	166v	LT	LT	LT	LT
2 TUE.	1.00A	23	NBC	P		93	~~98~~																							
DECISION '84-ELECT-1.30A(S)						189	~~190~~	A	~~2.9~~ 2.5	~~15~~ 13	~~246~~ 212	1142	646^	183v	687^	40v	207v	269^	436^	378^	455^	32v	183v	243v	252v	212v	LT	LT	LT	LT
2 TUE.	1.30A	23	NBC	P		93	~~98~~																							
'84 VOTE-12:01AM(S)						187	~~191~~	A	8.2 ~~9.3~~	20 ~~23~~	696 ~~790~~	1480	592	123^	656	154^	278^	295^	345	278^	800	226^	510	464	424	261^	24v	24v	LT	LT
2 TUE.	12.01A	22	ABC	P		88	~~97~~																							
'84 VOTE-12:30AM(S)						200	~~201~~	A	5.9 ~~6.2~~	19 ~~20~~	501 ~~526~~	1405	600	173^	647	148^	291^	290^	422^	290^	758	135^	441^	396^	487	300^	LT	LT	LT	LT
2 TUE.	12.30A	44	ABC	P		94	~~98~~		6.6	20	560																			
12.30 - 1.00								A	~~7.0~~	~~22~~	~~594~~	1434	584	165^	634	157^	286^	290^	394^	272^	800	174^	485	426	479	293^	LT	LT	LT	LT
1.00 - 1.30								A	~~4.5~~ 4.3	~~17~~ 17	~~382~~ 365	1304	653	199^	692	123v	308^	299^	513^	346^	612^	LT	288^	288^	517^	324^	LT	LT	LT	LT
EYE ON HOLLYWOOD					13	110	108	A	1.7	7	144	1660	500	153^	625	256^	402^	244^	334^	166^	1035	486	750	661	382^	222^	LT	LT	LT	LT
1 TUE.	12.02A	31	ABC	GV		66	66	B	1.7	7	144	1108	418	256	547	195	313	207	320	180	556	220	370	373	253	136	LT	LT	LT	LT
1 WED.	12.00M	31																												
2 W & TH	12.00M	31																												
FRIDAY NIGHT VIDEOS					6	198	192	A	3.5	16	297	1081	387^	108v	387^	185^	266^	158^	118^	111^	546	452	485	192^	57v	61v	128^	LT	20v	20v
FRI.	12.30A	90	NBC	PC		99	99	B	3.2	16	272	1193	417	183	491	278	373	253	160	94	494	365	429	237	111	54	163	46	45	39
12.30 - 1.00								A	4.5	17	382	1233	435	120^	435	171^	280^	191^	164^	136^	670	527	600	275^	96^	70v	104^	LT	24v	24v
1.00 - 1.30								A	3.4	16	289	1014	353^	104v	353^	197^	242^	121^	83v	111v	467	415^	415^	100v	18v	52v	163^	LT	31v	31v
1.30 - 2.00								A	2.6	15	221	910	344^	100v	344^	194^	272^	136v	78v	72v	434^	375^	375^	163^	32v	59v	132v	LT	LT	LT
G MICHAELS SPORTS MACHINE					8	77	76	A	1.4	5	119	655^	176v	159v	176v	LT	176v	176v	142v	LT	420^	362^	378^	352^	LT	42v	59v	59v	LT	LT
SUN.	12.00M	30	NBC	SC		51	51	B	1.5	5	127	912	387	212	411	132	261	327	257	76	476	242	336	309	156	132	LT	LT	LT	LT
LATE MOVIE I					39	175	173	A	4.7	16	399	1170	569	180	614	170	351	312	319	219	468	191	321	278	224	130^	65^	63^	23v	LT
1 MON.	11.30P	66	CBS	FF		89	88	B	4.8	16	408	1204	608	208	665	198	389	360	350	223	463	165	301	278	234	135	45	23	31	18
1 TUE.	12.00M	68																												
1 W-F	11.30P	67																												
2 M & W	11.30P	67																												
2 THU.	11.30P	62																												
2 FRI.	11.30P	69																												
11.30 - 12.00								A	5.2	15	441	1259	628	222	682	204	378	328	345	260	461	175	316	269	227	136^	86^	80^	30v	13v
12.00 - 12.30								A	4.4	16	374	1147	541	160^	586	163^	350	315	305	188	487	200	334	301	233	129^	53^	53^	21v	LT
12.30 - 1.00								A	4.2	20	357	1036	494	156^	528	105^	279	281	295	198	462	222	322	250	193	125^	37v	37v	LT	LT
1.00 - 1.30								A	3.5	23	297	643^	391^	149v	391^	LT	168v	229^	229^	162v	252^	74v	111v	37v	111v	141v	LT	LT	LT	LT
LATE MOVIE II					39	175	173	A	3.2	18	272	1081	482	132^	540	136^	316	263	265	188^	467	218^	313	294	213^	117^	59^	59^	LT	LT
1 MON.	12.36A	50	CBS	FF		89	88	B	3.3	19	280	1061	525	203	572	166	360	332	318	169	434	177	287	281	224	111	31	19	24	LT
1 TUE.	1.08A	52																												
1 WED.	12.37A	53																												
1 THU.	12.37A	46																												
1 FRI.	12.37A	48																												
2 MON.	12.37A	49																												
2 WED.	12.37A	50																												
2 THU.	12.32A	57																												
2 FRI.	12.39A	45																												
12.30 - 1.00								A	3.4	16	289	1159	495	135^	557	149^	329	277	273	190^	530	264	370	332	235	118^	55^	55^	17v	LT
1.00 - 1.30								A	3.2	19	272	1051	485	121^	533	129^	313	262	265	183^	438	198^	286	283	203^	111^	66^	66^	LT	LT
1.30 - 2.00								A	2.4	21	204	583^	372^	128v	372^	LT	167v	226v	226v	146v	211v	LT	113v	113v	157v	98v	LT	LT	LT	LT

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
MONDALE PAID POLITICAL-TH(S)		203		A	8.4	24	713	1373	633	282^	675	251^	434	357	331^	214^	563	156^	341^	309^	368	185^	72v	17v	63v	LT
1 THU. 11.30P 5 NBC P		99																								
SATURDAY NIGHT	6	198	197	A	6.6	20	560	1232	496	236	567	276	403	346	230	95^	449	234	371	310	173^	78^	122^	19v	94^	94^
1 SAT. 11.30P 82 NBC GV		99	99	B	7.1	21	603	1408	564	259	620	310	458	391	254	117	526	280	445	379	214	73	182	93	80	71
2 SAT. 11.30P 80																										
11.30 - 12.00				A	8.0	21	679	1209	525	248	594	233	384	330	279	146^	385	179^	286	231	160^	99^	146^	23v	84^	84^
12.00 - 12.30				A	6.4	20	543	1236	465	235	543	283	410	359	217^	52v	447	224^	381	324	184^	66^	104^	17v	142^	142^
12.30 - 1.00				A	5.1	19	433	1256	480	205^	528	349	427	358	143^	46v	584	373	528	447	174^	56v	114^	21v	30v	30v
TONIGHT SHOW	28	199	199	A	6.4	21	543	1357	617	151	652	215	335	322	299	249	627	269	410	313	299	175	43^	9v	35^	12v
1 MTUWF 11.30P 60 NBC GV		99	99	B	6.8	22	577	1349	609	210	661	223	354	336	301	236	605	270	390	316	263	174	54	19	29	17
1 THU. 11.35P 60																										
2 MON. 12.00M 60																										
2 W-F 11.30P 60																										
11.30 - 12.00				A	7.5	21	637	1372	636	160	661	206	347	337	319	258	619	249	407	306	304	186	47^	17v	45^	17v
12.00 - 12.30				A	5.9	22	501	1311	583	138	623	215	313	306	271	229	613	280	403	305	283	162	47^	LT	28v	LT
12.30 - 1.00				A	3.2	16	272	1515	709^	169v	849^	290^	382^	258^	345^	397^	666^	239^	312^	468^	387^	128v	LT	LT	LT	LT
•WEEKDAY DAYTIME																										
ABC DAYTIME NEWSBRIEF-M-F	30	208	207	A	7.2	26	611	1264	816	218	873	376	598	519	388	227	214	101	137	114	71^	70^	45^	43^	132	32^
1 MTUTH 2.58P 1 ABC N		99	99	B	7.8	28	662	1234	783	209	872	425	620	480	353	211	201	90	121	92	60	75	53	42	108	28
1 WED. 2.53P 1																										
1 FRI. 2.57P 2																										
2 MTUTHF 2.58P 1																										
2 WED. 2.56P 3																										
ABC WORLD NEWS-MORN-615A	30	107	107	A	1.8	18	153	1118	550	307^	589	204^	413	400^	300^	130^	393^	131^	242^	204^	216^	124^	45v	45v	91v	59v
M-F 6.15A 15 ABC N		76	76	B	1.5	17	127	1008	558	288	578	154	385	388	309	149	341	95	223	204	194	102	52	LT	LT	LT
ABC WORLD NEWS-MORN-645A	30	169	168	A	3.1	20	263	1468	730	334	837	282	624	562	495	156^	407	141^	205^	221^	239	152^	87^	56v	137^	61^
M-F 6.45A 15 ABC N		92	92	B	2.6	19	221	1277	611	281	689	206	480	452	388	151	417	119	237	235	232	152	71	36	100	68
ALL MY CHILDREN	25	209	208	A	7.6	26	645	1329	895	211	955	452	660	572	371	240	214	96	147	118	85^	62^	22v	16v	138	17v
1 M-F 1.00P 60 ABC DD		99	99	B	8.0	27	679	1325	888	236	984	481	675	538	354	255	200	89	135	104	70	62	21	16	120	18
2 MTUTHF 1.00P 60																										
2 WED. 1.04P 56																										
1.00 - 1.30				A	7.1	24	603	1337	901	210	957	454	661	571	366	246	221	99^	153	119	90^	64^	22v	17v	137	16v
1.30 - 2.00				A	8.0	27	679	1333	896	217	960	454	663	581	378	236	213	93	144	116	83^	65^	23v	16v	137	18v
ANOTHER WORLD	30	201	201	A	5.1	18	433	1277	859	151	930	258	441	393	439	466	175	64^	69^	39^	60^	101^	56^	35v	116^	35v
M-F 2.00P 60 NBC DD		99	99	B	5.2	18	441	1307	889	141	947	295	470	399	409	445	228	96	102	75	78	105	48	36	84	24
2.00 - 2.30				A	5.2	18	441	1288	860	158	933	256	441	390	444	471	183	75^	79^	36^	56^	102^	49^	28v	123^	28v
2.30 - 3.00				A	4.9	18	416	1255	867	139^	933	260	441	399	438	469	158	50^	55^	39^	60^	98^	58^	38^	106^	41^
AS THE WORLD TURNS	35	204	204	A	7.1	25	603	1164	879	112	937	265	407	355	357	473	176	42^	75^	72^	88^	91^	LT	LT	45^	9v
1 MWTHF 1.30P 60 CBS DD		99	99	B	7.3	25	620	1163	839	103	902	226	387	353	352	467	198	44	77	72	92	108	17	LT	46	LT
1 TUE. 1.30P 54																										
2 M-F 1.30P 60																										
1.30 - 2.00				A	7.0	24	594	1192	890	115	948	263	405	351	357	490	196	36^	88^	90^	107	98^	LT	LT	42^	LT
2.00 - 2.30				A	7.3	26	620	1118	859	109	918	266	410	356	356	452	151	44^	57^	50^	64^	86^	LT	LT	43^	8v
BODY LANGUAGE	35	98	97	A	2.7	8	229	1467	842	257^	908	240^	419	406	389	436	398	97^	250^	254^	252^	135^	34v	LT	127^	57v
M-F 4.00P 30 CBS PV		52	52	B	2.8	9	238	1276	765	189	824	212	356	347	358	417	305	70	139	141	155	150	49	25	98	49

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																														
CAPITOL					35	197	197	A	6.1	22	518	1110	802	121	873	243	387	347	352	426	172	42^	85^	85^	97^	76^	19v	19v	46^	9v
M-F	2.30P	30	CBS	DD		95	95	B	6.0	22	509	1131	785	117	861	232	385	352	357	425	186	41	78	77	98	98	38	15	46	LT
CBS EARLY MORNING NEWS					35	138	137	A	2.0	18	170	1194	500	259^	518	77v	241^	342^	341^	176^	641	170^	323^	389	312^	247^	35v	LT	LT	LT
M-F	6.30A	30	CBS	N		89	88	B	1.7	18	144	1178	450	214	460	54	228	297	342	155	654	205	327	363	282	268	LT	LT	LT	LT
CBS MORNING NEWS 1					35	201	201	A	3.8	17	323	981	563	204	569	81^	285	287	330	244	397	65^	196	185^	205	196	LT	LT	LT	LT
M-F	7.30A	30	CBS	N		99	99	B	3.3	16	280	1119	574	152	594	119	305	310	289	252	465	54	185	178	218	272	LT	LT	45	29
CBS MORNING NEWS 2					35	201	201	A	3.9	17	331	1024	637	115^	673	123^	314	294	333	313	330	70^	161^	145^	161^	166^	LT	LT	21v	LT
M-F	8.30A	30	CBS	N		99	99	B	3.5	16	297	999	581	97	616	115	264	265	284	308	335	68	139	130	141	180	LT	LT	33	LT
DAYS OF OUR LIVES					30	206	206	A	6.7	23	569	1286	816	193	889	330	493	422	393	365	255	88^	139	87^	100^	111	68^	58^	74^	30^
M-F	1.00P	60	NBC	DD		99	99	B	6.3	21	535	1312	824	184	909	318	486	410	414	381	293	123	159	111	107	120	48	39	62	20
1.00 - 1.30								A	6.3	22	535	1273	807	199	877	319	480	413	386	367	263	84^	137	87^	109^	119	58^	54^	75^	31^
1.30 - 2.00								A	7.0	24	594	1300	836	185	912	342	511	432	406	372	241	86^	134	87^	92^	102^	75^	60^	72^	27^
EDGE OF NIGHT					25	106	103	A	2.4	7	204	1373	770	260^	932	396	613	456	408	295^	210^	103^	117^	113^	103^	44v	108^	108^	123^	54v
M-F	4.00P	30	ABC	DD		62	61	B	2.6	8	221	1273	774	217	918	397	602	439	410	286	170	76	98	92	80	53	115	114	70	31
FACTS OF LIFE M-F					30	139	141	A	3.4	15	289	1336	581	125^	664	239	356	283	272	264	364	166^	235	226	142^	94^	87^	73^	221	62^
M-F	10.00A	30	NBC	CS		84	84	B	3.4	15	289	1319	651	113	710	245	393	309	287	267	314	140	189	170	111	99	92	59	203	50
FAMILY FEUD					25	177	176	A	2.6	11	221	1348	900	208^	941	415	534	344	308	367	325	158^	185^	132^	109^	108^	LT	LT	68v	28v
M-F	11.30A	30	ABC	QP		88	88	B	2.9	12	246	1373	851	227	942	439	564	392	309	330	275	128	164	133	88	93	37	32	119	46
GENERAL HOSPITAL					25	209	208	A	8.4	28	713	1337	798	214	886	404	589	478	345	242	224	105	147	118	74^	68^	107	99	120	50^
M-F	3.00P	60	ABC	DD		99	99	B	9.0	30	764	1269	795	211	894	429	613	476	347	226	193	90	118	84	60	70	95	84	87	41
3.00 - 3.30								A	8.3	28	705	1318	805	207	888	402	591	479	348	242	215	95	137	111	75^	68^	94	87	121	48^
3.30 - 4.00								A	8.6	27	730	1318	774	217	864	396	570	465	336	240	226	115	152	121	67^	66^	114	109	114	51^
GOOD MORNING, AMERICA-730					30	205	204	A	5.2	23	441	1327	770	220	796	281	438	397	368	308	368	64^	153	185	188	167	47^	18v	116^	66^
M-F	7.30A	30	ABC	N		99	99	B	4.7	23	399	1219	718	183	728	250	388	367	304	292	340	49	141	148	189	179	49	16	102	73
GOOD MORNING, AMERICA-830					30	205	204	A	5.4	23	458	1277	764	120^	804	235	419	389	380	344	385	67^	188	181	196	168	LT	LT	81^	14v
1 M-TH	8.30A	30	ABC	N		99	99	B	5.1	23	433	1236	826	115	846	241	428	398	390	365	323	71	147	134	152	157	LT	LT	60	LT
1 FRI.	8.30A	26																												
2 M-F	8.30A	30																												
GUIDING LIGHT					35	205	205	A	7.6	25	645	1231	805	154	862	217	388	356	358	432	187	42^	91^	80^	89^	90^	138	73^	44^	22v
1 MTUF	3.00P	60	CBS	DD		99	99	B	7.4	25	628	1244	800	139	875	207	389	350	381	444	190	43	85	77	93	96	119	56	60	24
1 W & TH	3.00P	53																												
2 M-F	3.00P	60																												
3.00 - 3.30								A	7.4	25	628	1231	826	160	885	224	401	370	367	438	177	45^	85^	74^	77^	85^	130	72^	39^	16v
3.30 - 4.00								A	7.8	25	662	1231	789	148	841	210	375	343	352	427	194	39^	96	85^	95	93	147	74^	49^	28^
LOVING					25	189	188	A	3.8	15	323	1384	876	231	916	391	601	496	377	250	281	141^	176^	96^	82^	105^	38v	21v	149^	24v
1 M-F	12.30P	30	ABC	DD		96	96	B	4.1	15	348	1354	797	241	894	452	611	438	314	235	247	105	128	73	65	118	25	LT	188	54
2 MTUTHF	12.30P	30																												
2 WED.	12.30P	13																												
MONDALE FOR PRESIDENT-WED(S)						207		A	7.1	22	603	932	632	46v	695	55v	198^	242^	293^	453	210^	113^	113^	74v	51v	80v	27v	27v	LT	LT
1 WED.	3.53P	7	CBS	P		99																								
MONDALE FOR PRESIDENT-THU(S)						208		A	8.3	28	705	1138	859	98^	913	300^	444	433	338^	406	210^	27v	73v	73v	94^	137^	15v	15v	LT	LT
1 THU.	1.24P	6	CBS	P		99																								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																														
NBC NEWS AT SUNRISE					30	175	175	A	2.3	16	195	1579	823	276^	829	158^	564	539	564	244^	703	267^	498	394	333	185^	LT	LT	47v	LT
M-F	6.30A	30	NBC	N		94	93	B	1.9	16	161	1348	746	283	757	107	418	476	510	248	545	185	359	299	260	166	LT	LT	37	LT
NBC NEWS DIGEST-DAYTIME					18	198	198	A	4.0	14	340	1241	878	143^	940	270	458	429	450	453	161^	58^	65^	41v	54^	94^	42v	33v	98^	50^
MWF	2.57P	1	NBC	N		98	98	B	4.1	14	348	1298	881	137	940	300	479	428	409	431	201	70	76	59	79	104	51	43	106	32
NEWSBREAK-11.57					35	189	189	A	7.4	31	628	1154	623	167	726	174	288	268	300	392	319	65^	142	123	140	169	LT	LT	106	31^
M-F	11.57A	2	CBS	N		93	93	B	7.0	29	594	1142	652	121	739	186	313	286	300	385	317	85	137	112	99	173	8	LT	78	14
NEWSBREAK-3.57					35	192	190	A	6.3	20	535	1151	751	147	791	187	324	317	325	417	187	27v	88^	90^	103^	91^	115	52^	58^	35^
M-F	3.57P	2	CBS	N		95	94	B	6.0	19	509	1198	774	140	850	210	363	327	351	440	192	36	84	82	102	99	91	42	65	34
ONE LIFE TO LIVE					25	207	206	A	6.7	24	569	1295	837	242	913	415	642	541	399	218	220	117	147	111	59^	65^	41^	41^	121	24v
1 MTUTHF	2.00P	60	ABC	DD		99	99	B	7.2	25	611	1259	826	230	920	466	662	525	362	212	190	91	120	83	50	65	42	37	107	21
1 WED.	2.00P	54																												
2 M-F	2.00P	60																												
2.00 - 2.30								A	6.6	23	560	1321	860	256	938	439	671	557	396	218	222	116	141	105^	57^	71^	36^	36^	125	22v
2.30 - 3.00								A	6.7	24	569	1285	834	237	900	395	622	531	410	221	220	118	153	121	63^	59^	45^	44^	120	30^
PRESS YOUR LUCK					34	169	170	A	4.7	20	399	1231	714	149^	779	167	308	295	394	421	289	58^	99^	91^	123^	173	15v	LT	148^	73^
1 M-F	10.30A	30	CBS	QP		82	83	B	4.5	20	382	1234	710	118	787	191	320	301	346	413	311	83	132	118	123	160	21	LT	115	37
2 MTUTHF	10.30A	30																												
2 WED.	10.30A	16																												
PRICE IS RIGHT 1					35	206	206	A	6.7	29	569	1127	606	181	724	169	289	264	308	397	287	66^	123	100^	117	155	12v	LT	104^	24v
M-F	11.00A	30	CBS	AP		99	99	B	6.6	29	560	1145	640	117	729	174	284	266	289	404	316	82	134	118	104	169	15	LT	85	14
PRICE IS RIGHT 2					35	206	206	A	8.5	36	722	1179	615	174	744	180	291	272	293	409	316	72^	150	129	131	159	LT	LT	114	33^
M-F	11.30A	30	CBS	AP		99	99	B	8.2	35	696	1152	641	123	737	182	299	280	289	397	317	82	134	115	100	174	12	LT	86	19
REAGAN FOR PRESIDENT-2.24(S)						206		A	7.1	26	603	1080	887	53v	924	269^	413	389^	394^	448	146^	28v	28v	63v	86v	83v	10v	10v	LT	LT
1 TUE.	2.24P	6	CBS	P		99																								
REAGAN FOR PRESIDENT 1:24(S)						205		A	7.5	29	637	1104	794	99v	863	197^	360^	343^	356^	441	208^	49v	78v	97v	106^	111^	13v	13v	20v	LT
1 WED.	1.24P	6	CBS	P		99																								
REAGAN FOR PRESIDENT-3:53(S)						206		A	7.1	22	603	1073	848	93v	894	214^	348^	385^	391^	465	142^	24v	74v	74v	68v	68v	37v	37v	LT	LT
1 THU.	3.53P	7	CBS	P		99																								
REAGAN BUSH'84 COMM.(S)						209		A	7.3	27	620	1321	928	260^	986	348^	689	538	508	297^	197^	141^	141^	42v	29v	56v	37v	37v	101v	19v
1 WED.	2.54P	6	ABC	P		99																								
REAGAN BUSH '84 COMM.(S)						204		A	4.8	21	408	1167	809	139v	809	204^	442^	404^	385^	329^	279^	LT	59v	96v	167^	183^	LT	LT	79v	LT
1 FRI.	8.56A	4	ABC	P		99																								
RYAN'S HOPE					25	174	174	A	2.9	12	246	1557	1016	191^	1065	512	749	576	391	285	269	131^	179^	121^	93^	90^	44v	24v	179^	37v
M-F	12.00N	30	ABC	DD		93	93	B	3.2	13	272	1455	902	169	999	499	684	504	346	279	218	99	122	85	58	95	29	LT	209	50
SALE OF THE CENTURY					30	153	153	A	4.2	18	357	1140	663	92^	702	110^	277	244	321	396	357	113^	208	196	143^	132^	14v	14v	67^	14v
1 M-F	10.30A	30	NBC	QG		83	83	B	4.0	18	340	1189	687	118	736	196	325	260	270	377	327	121	176	170	100	136	41	17	85	24
2 MTUTHF	10.30A	30																												
2 WED.	10.30A	13																												
SANTA BARBARA					30	187	188	A	2.8	9	238	1416	777	113^	845	320	474	395	399	320	222^	59v	72^	68^	118^	133^	96^	50v	253^	93^
M-F	3.00P	60	NBC	DD		96	96	B	3.0	10	255	1392	786	156	867	355	513	426	368	298	227	88	106	101	96	93	94	58	204	97
3.00 - 3.30								A	2.8	10	238	1349	767	139^	827	302	458	403	400	318	193^	46v	54v	47v	102^	121^	89^	42v	240^	84^
3.30 - 4.00								A	2.9	9	246	1378	752	73^	821	317	463	370	381	309	229^	66^	77^	78^	117^	135^	85^	49v	243^	85^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
SCRABBLE	30	198	200	A	5.4	23	458	1301	766	85^	788	135	319	301	393	439	294	77^	117^	86^	126^	165	50^	24v	169	31v
M-F 11.30A 30 NBC QG		97	97	B	5.4	23	458	1234	779	119	841	201	367	306	360	437	269	77	102	86	108	146	31	17	93	16
SEARCH FOR TOMORROW	30	154	153	A	3.0	11	255	1298	694	133^	784	188^	297	256	396	458	270	62^	82^	102^	142^	164^	55v	51v	189^	48v
1 M-F 12.30P 30 NBC DD		76	76	B	2.9	11	246	1199	711	107	775	157	269	263	391	463	295	66	76	84	139	192	43	35	86	LT
2 MTUTHF 12.30P 30																										
2 WED. 12.30P 15																										
SUPER PASSWORD	30	135	137	A	2.8	11	238	1197	617	80^	697	55v	138^	164^	301	525	369	70^	171^	131^	206^	193^	47v	38v	84^	38v
M-F 12.00N 30 NBC QG		67	67	B	2.6	10	221	1173	703	94	765	112	209	236	298	503	300	71	118	92	134	174	43	35	65	LT
TODAY SHOW-7.30AM	30	201	202	A	4.6	20	391	1307	724	251	758	187	360	391	381	339	422	49^	154^	152^	241	247	14v	LT	113^	69^
M-F 7.30A 30 NBC N		99	99	B	4.3	21	365	1358	703	265	739	157	330	391	359	326	466	88	211	203	237	232	30	LT	123	81
TODAY SHOW-8.30AM	30	201	202	A	4.8	20	408	1331	752	193	784	196	339	348	345	382	411	56^	146^	150^	191	245	LT	LT	130^	45^
M-F 8.30A 30 NBC N		99	99	B	4.6	21	391	1294	719	187	752	151	293	325	336	383	437	84	180	180	190	230	LT	LT	98	47
TRIVIA TRAP	25	177	176	A	2.6	11	221	1475	931	166^	981	438	591	443	353	335	312	146^	190^	173^	121^	85^	LT	LT	168^	45v
M-F 11.00A 30 ABC QP		88	88	B	2.8	12	238	1374	888	174	947	442	616	497	327	287	288	135	177	143	92	97	25	LT	114	30
$25,000 PYRAMID	35	174	175	A	5.1	22	433	1201	776	123^	832	169	358	351	431	439	300	66^	129^	109^	123^	157	LT	LT	60^	19v
M-F 10.00A 30 CBS QP		87	87	B	4.8	21	408	1183	722	119	801	175	324	315	360	430	306	82	138	121	113	151	LT	LT	67	14
WHEEL OF FORTUNE	30	207	207	A	6.6	28	560	1305	833	109^	864	178	363	338	407	453	336	94^	160	130	154	159	15v	8v	90^	23v
1 M-F 11.00A 30 NBC QG		99	99	B	6.7	29	569	1176	775	127	835	190	326	292	342	455	260	68	105	81	107	145	18	12	63	16
2 MTUTHF 11.00A 30																										
2 WED. 11.07A 23																										
YOUNG AND THE RESTLESS	35	207	206	A	8.3	32	705	1268	863	158	952	362	518	440	372	388	238	47^	107	98	118	123	13v	13v	65^	17v
1 MTUF 12.30P 60 CBS DD		99	99	B	8.3	31	705	1227	850	128	924	306	481	426	384	397	227	55	96	82	95	122	14	10	62	9
1 W & TH 12.30P 54																										
2 MTUTHF 12.30P 60																										
2 WED. 12.30P 15																										
& 1.03P 12																										
12.30 - 1.00				A	8.1	32	688	1283	849	163	945	363	509	437	354	385	252	44^	109	99	124	135	15v	15v	71^	20v
1.00 - 1.30				A	8.4	31	713	1269	891	157	972	362	530	447	399	398	230	55^	112	101	114	112	9v	9v	58^	11v
YOUNG AND RESTLESS-1(B)			133	A	3.5	13	297	970	694^	206v	694^	152v	330^	351^	448^	330^	185v	LT	LT	84v	105v	101v	LT	LT	91v	LT
2 WED. 12.45P 18 CBS DD			48																							
YOUNG AND RESTLESS-2(B)			103	A	5.4	19	458	1404	961	192^	1114	410^	575	445^	371^	479^	213^	59v	78v	78v	114v	135v	LT	LT	77v	LT
2 WED. 1.15P 15 CBS DD			73																							
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	7		177	A	4.9	16	416	1817	451^	168^	563^	396^	480^	367^	167^	83v	238^	142v	165^	23v	23v	73v	297^	195^	719	454^
2 SAT. 12.00N 30 ABC FV			90	B	4.9	16	416	1710	380	117	465	257	332	256	160	125	258	99	145	135	84	85	281	192	706	434
ALVIN AND THE CHIPMUNKS	8	203	204	A	8.9	30	756	1770	327	73^	335	172	253	207	140^	78^	301	166^	253	202	92^	48^	292	181	842	566
SAT. 10.30A 30 NBC CA		98	98	B	8.5	30	722	1724	307	83	344	189	265	164	112	74	208	129	171	116	62	27	298	194	874	518
AMERICAN BANDSTAND	8	153	150	A	3.0	9	255	1780	605	193^	605	374^	491^	404^	167^	94v	306^	188^	188^	110v	66v	98v	316^	230^	553	224^
SAT. 12.30P 60 ABC PC		77	74	B	3.3	11	280	1606	453	136	554	305	386	287	175	156	392	178	225	220	159	105	261	206	399	191
12.30 - 1.00				A	2.8	9	238	1996	639	110v	639	445^	529^	437^	122v	110v	379^	283^	283^	106v	32v	96v	276^	184^	702	295^
1.00 - 1.30				A	3.2	10	272	1555	563	250^	563	306^	445^	364^	203^	84v	224^	96v	96v	107v	87v	95v	352^	271^	416^	158^

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	W 18-34	W 18-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 25-54	M 35-64	M 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
BREEDER'S CUP SERIES(S)			182	A	5.1	13	433	1316	533^	76v	533^	79v	214^	294^	292^	239^	622	154^	288^	316^	308^	272^	77v	72v	84v	84v
2 SAT. 2.00P 240 NBC SE			97																							
2.00 - 2.30				A	4.0	12	340	1306	437^	LT	437^	LT	167v	167v	228^	270^	508^	66v	173v	173v	221^	335^	102v	62v	259^	259^
2.30 - 3.00				A	4.2	12	357	1294	496^	LT	496^	LT	162v	226^	289^	270^	579^	64v	257^	257^	356^	322^	126v	126v	93v	93v
3.00 - 3.30				A	4.4	12	374	1139	363^	LT	363^	LT	141v	141v	200^	222^	562^	158v	254^	254^	241^	308^	126v	126v	88v	88v
3.30 - 4.00				A	5.1	14	433	1326	556^	LT	556^	131v	274^	274^	221^	282^	496^	134v	238^	238^	225^	258^	107v	107v	167^	167^
4.00 - 4.30				A	5.4	14	458	1336	701	116v	701	89v	323^	439^	454^	262^	476^	70v	210^	210^	244^	266^	109v	109v	50v	50v
4.30 - 5.00				A	5.2	12	441	1447	632	127v	632	144^	276^	403^	339^	229^	765	208^	363^	480^	403^	243^	50v	50v	LT	LT
5.00 - 5.30				A	5.4	13	458	1341	524^	127v	524^	125v	215^	341^	295^	183^	791	238^	404^	458^	409^	231^	26v	26v	LT	LT
5.30 - 6.00				A	7.1	16	603	1280	482	153^	482	85v	136^	278^	269^	204^	725	226^	343^	382^	335^	253^	13v	13v	60v	60v
BUGS BUNNY/ROAD RUNNER 1	4		136	A	3.7	12	314	1863	366^	214^	449^	186v	384^	300^	198v	65v	445^	190v	376^	376^	231^	69v	325^	241^	644^	264^
2 SAT. 12.00N 30 CBS CA			74	B	4.2	14	357	1708	357	189	427	244	379	246	135	48	421	195	333	282	159	86	217	149	643	423
BUGS BUNNY/ROAD RUNNER 2	4		139	A	5.7	17	484	1529	339^	196^	479^	263^	389^	249^	126v	90v	367^	139^	303^	303^	199^	64v	113v	LT	570	227^
2 SAT. 12.30P 30 CBS CA			75	B	5.2	17	441	1678	454	168	494	233	390	296	157	104	428	176	320	265	174	88	183	106	573	343
BUGS BUNNY/ROAD RUNNER 3	4		134	A	6.0	17	509	1428	529	311^	607	385^	553	321^	168^	54v	343^	32v	275^	272^	263^	68v	LT	LT	478^	181^
2 SAT. 1.00P 30 CBS CA			73	B	5.6	18	475	1661	461	182	500	238	397	302	164	103	520	174	357	305	259	147	54	37	587	425
CAPTAIN KANGAROO-SAT	8	133	128	A	1.2	9	102	961^	88v	LT	88v	LT	LT	LT	LT	88v	LT	LT	LT	LT	LT	LT	LT	LT	873^	421^
SAT. 7.30A 30 CBS CL		84	81	B	1.0	10	85	1279	149	LT	149	LT	97	89	87	LT	218	135	172	166	LT	LT	187	75	725	451
CBS COLLEGE FOOTBALL PRE	7	161	180	A	4.8	14	408	1382	311	127^	352	142^	191^	145^	89^	143^	675	260^	421	298^	288^	194^	176^	17v	179^	91^
1 SAT. 12.00N 8 CBS SC		86	89	B	4.0	12	340	1306	275	112	313	104	155	119	94	144	658	280	408	313	249	217	155	31	180	87
2 SAT. 3.30P 11																										
CBS COLLEGE FOOTBALL	7	161	188	A	6.6	18	560	1432	307	76^	334	71^	151^	146^	140^	173^	775	291	454	362	332	268	242	76^	81^	32v
1 SAT. 12.08P 196 CBS SE		86	93	B	5.6	16	475	1339	308	108	336	63	138	135	158	177	775	271	434	376	346	281	125	42	103	60
2 SAT. 3.41P 195																										
12.00 - 12.30				A	3.6	12	306	1693	273^	187v	368^	132v	227^	171v	170v	102v	726^	513^	547^	139v	88v	179v	213^	51v	386^	233^
12.30 - 1.00				A	4.4	15	374	1674	199^	161v	268^	130v	139v	79v	54v	121v	756	457^	487^	243^	145v	192^	272^	51v	378^	174^
1.00 - 1.30				A	4.6	15	391	1450	317^	87v	383^	212^	215^	166^	61v	151v	660	435^	446^	164^	77v	214^	345^	LT	62v	LT
1.30 - 2.00				A	5.0	17	425	1205	308^	59v	308^	122v	129v	160^	94v	148v	565^	266^	344^	211^	177^	212^	299^	LT	33v	LT
2.00 - 2.30				A	5.3	17	450	1091	213^	76v	213^	55v	69v	91v	87v	122v	600	298^	314^	152^	120v	272^	264^	LT	14v	LT
2.30 - 3.00				A	5.8	18	492	1217	274^	118v	274^	92v	99v	120v	95v	154^	665	304^	419^	265^	170^	239^	270^	LT	LT	LT
3.00 - 3.30				A	6.7	19	569	1230	229^	LT	234^	LT	67v	66v	111v	163^	922	413^	603	398^	283^	279^	63v	LT	11v	11v
3.30 - 4.00				A	6.7	18	569	1677	403^	65v	403^	94v	242^	218^	178^	161^	822	274^	498	426^	400^	235^	372^	200^	80v	18v
4.00 - 4.30				A	7.7	19	654	1576	283^	72v	316^	33v	164^	164^	170^	152^	870	241^	510	466	487	300^	361^	212^	29v	LT
4.30 - 5.00				A	8.1	19	688	1429	265^	50v	296^	20v	147^	147^	173^	149^	854	244^	473	453	473	297^	228^	112^	51v	22v
5.00 - 5.30				A	8.2	19	696	1476	370	66v	397	72v	192^	177^	180^	198^	782	191^	425	400	434	301^	215^	107^	82v	26v
5.30 - 6.00				A	8.3	18	705	1411	366	77v	400	70v	168^	169^	180^	216^	752	209^	408	390	406	283^	190^	96^	69v	18v
6.00 - 6.30				A	9.4	19	798	1440	338	77v	364	43v	148^	148^	157^	216^	813	268^	447	466	412	283^	189^	77v	74v	28v
6.30 - 7.00				A	8.7	17	739	1467	340	60v	363	36v	132^	132^	149^	231^	819	254^	439	462	444	291^	189^	69v	96^	44v
CBS COLLEGE FOOTBALL POST	5	161	186	A	6.0	15	509	1442	275	30v	294	18v	98^	95^	124^	196^	995	391	600	473	410	321	110^	34v	43v	24v
1 SAT. 3.26P 5 CBS SC		86	92	B	4.9	14	416	1274	325	135	373	45	201	179	237	153	815	259	471	449	390	269	64	12	22	14
2 SAT. 6.56P 3																										
CBS NFL TODAY	8	205	208	A	7.0	20	594	1652	412	152^	422	72^	239	238	286	155^	872	335	590	538	436	228	175^	67^	183^	105^
SUN. 12.30P 28 CBS SC		99	99	B	6.7	20	569	1503	424	207	437	118	246	225	226	161	801	332	547	505	368	203	153	37	112	60
CBS NFL FOOTBALL GAME 1	8	206	208	A	16.6	39	1409	1473	422	158	443	125	227	229	209	184	863	353	540	503	382	250	82^	21v	85^	60^
1 SUN. 12.58P 203 CBS SE		99	99	B	15.2	37	1290	1419	379	171	405	115	227	206	198	158	852	340	540	505	380	253	86	25	76	53
CONT'D																										

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NFL FOOTBALL G-CONT'D																										
2 SUN. 12.58P 191																										
1.00 - 1.30				A	13.5	35	1146	1427	384	144	404	117	209	207	182	172	845	340	540	488	395	252	87^	20v	91^	54^
1.30 - 2.00				A	16.3	39	1384	1436	399	131	418	121	203	216	189	182	850	339	524	494	382	252	84^	16v	84^	45^
2.00 - 2.30				A	16.8	40	1426	1443	378	143	399	108	187	210	188	173	863	342	537	511	388	251	85^	21v	96	53^
2.30 - 3.00				A	16.8	39	1426	1411	390	151	408	92	194	215	206	179	860	345	540	521	387	241	81^	20v	62^	60^
3.00 - 3.30				A	17.9	40	1520	1564	465	190	483	145	263	258	230	186	925	406	606	543	391	254	70^	21v	86	70^
3.30 - 4.00				A	18.0	39	1528	1566	481	195	507	149	274	270	247	195	880	380	560	500	376	255	81^	24^	98	72^
4.00 - 4.30				A	16.8	37	1426	1493	445	155	474	133	232	226	211	221	814	312	462	441	344	267	116	39^	89	55^
CBS NFL FOOTBALL GAME 2	5		198	A	15.3	28	1299	1634	491	170^	522	139^	281	278	275	201	945	358	549	567	471	271	104^	54^	63^	24v
2 SUN. 4.10P 201 CBS SE			88	B	12.6	26	1070	1564	456	195	497	148	285	266	246	186	888	356	569	523	402	246	95	35	84	42
4.00 - 4.30				A	9.5	21	807	1835	451	182^	459	141^	260^	303^	218^	156^	1133	525	701	752	464	276^	154^	98^	89^	55v
4.30 - 5.00				A	14.3	30	1214	1554	406	136^	427	107^	231	270	227	157^	968	388	553	611	465	255	113^	60^	46v	31v
5.00 - 5.30				A	15.3	31	1299	1528	374	103^	410	98^	188^	219	205	179^	949	333	524	565	509	277	118^	66^	51^	36v
5.30 - 6.00				A	15.3	29	1299	1617	459	129^	492	138^	267	244	257	183^	946	346	528	554	489	270	108^	57^	71^	27v
6.00 - 6.30				A	15.1	26	1282	1620	498	208	539	125^	295	272	304	212	920	345	543	530	452	283	90^	41v	71^	19v
6.30 - 7.00				A	16.6	28	1409	1635	535	199	549	129^	279	272	304	225	890	329	520	497	441	285	115^	53^	81^	16v
7.00 - 7.30				A	18.7	30	1588	1668	639	211	674	187	364	345	365	265	834	274	492	504	445	263	87^	67^	73^	10v
7.30 - 8.00				A	13.3	21	1129	1598	595	207^	646	167^	346	298	326	292	791	309	497	452	393	233	131^	LT	30v	30v
CBS NFL FOOTBALL POST	3	206		A	12.7	28	1078	1342	410	149^	438	42v	168^	164^	249	263	741	253	428	345	311	295	111^	42v	52v	52v
1 SUN. 4.20P 9 CBS SC		99		B	9.8	22	832	1291	390	172	417	109	241	206	212	166	724	287	462	407	275	243	78	19	72	37

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
CBS SPORTS SATURDAY	2	174		A	4.1	11	348	1118	363^	118v	366^	118v	164v	178v	116v	165v	650^	219^	305^	373^	244^	230^	56v	14v	46v	46v
1 SAT. 3.30P 145 CBS SE		86		B	4.6	13	391	1212	430	152	457	84	240	241	280	179	653	195	321	365	293	249	72	22	30	20
3.30 - 4.00				A	4.2	12	357	975	236^	26v	272^	67v	67v	64v	96v	141v	560^	157v	173v	255^	168v	286^	143v	28v	LT	LT
4.00 - 4.30				A	3.7	10	314	1064	233^	48v	233^	26v	48v	73v	99v	134v	819	395^	433^	331^	198v	268^	LT	LT	LT	LT
4.30 - 5.00				A	4.1	11	348	736	236^	43v	236^	23v	73v	72v	72v	141v	483^	110v	141v	236^	181v	247^	17v	17v	LT	LT
5.00 - 5.30				A	4.4	11	374	1273	537^	241^	537^	240^	326^	350^	153v	187^	570^	249^	259^	402^	180^	168v	43v	16v	123v	123v
5.30 - 6.00				A	4.3	10	365	1540	550^	233^	550^	233^	310^	329^	159v	221^	817	187^	543^	650^	500^	167v	66v	LT	107v	107v
CFA COLLEGE FOOTBALL-PRE	7	205	193	A	5.4	15	458	1382	367	107^	397	146^	213^	182^	142^	184^	821	232^	522	489	434	256^	72^	LT	92^	51v
SAT. 3.30P 13 ABC SC		98	96	B	4.9	14	416	1320	302	94	340	121	165	121	110	168	741	213	436	457	394	222	71	37	168	95
CFA COLLEGE FOOTBALL GAME	7	206	202	A	8.1	19	668	1477	425	133^	457	120^	223	223	226	212	882	335	552	486	378	282	62^	21v	76^	38v
1 SAT. 3.43P 209 ABC SE		99	99	B	8.4	21	713	1360	403	152	428	111	219	206	210	194	810	251	440	447	389	293	48	13	74	50
2 SAT. 3.43P 221																										
3.30 - 4.00				A	5.9	16	501	1501	379	112^	419	180^	237^	201^	135^	182^	879	279	569	506	435	276	92^	LT	111^	46v
4.00 - 4.30				A	7.4	20	628	1530	406	112^	410	134^	206	199^	173^	190^	934	328	559	497	424	331	95^	19v	91^	48v
4.30 - 5.00				A	8.0	20	679	1448	401	115^	423	145^	261	252	205	152^	892	297	525	472	417	320	57^	18v	76^	31v
5.00 - 5.30				A	8.6	21	730	1560	432	158^	470	139^	258	272	229	198	970	409	635	565	390	279	53^	22v	67^	12v
5.30 - 6.00				A	8.6	20	730	1447	386	103^	404	76^	175	188	235	216	907	366	603	540	385	250	64^	19v	72^	31v
6.00 - 6.30				A	8.1	17	688	1432	438	132^	482	100^	201	223	262	235	832	321	513	433	335	269	44v	21v	74^	40v
6.30 - 7.00				A	8.1	16	688	1414	437	141^	493	108^	225	239	270	224	839	324	525	461	338	266	46^	34v	36v	36v
7.00 - 7.30				A	8.6	16	730	1597	537	197	575	125^	259	222	256	287	843	343	513	452	358	274	77^	24v	102^	75^
CHARLIE BROWN&SNOOPY SHOW	4		102	A	3.4	10	289	2069	531^	383^	531^	382^	453^	271^	71v	78v	405^	118v	277^	263^	159v	128v	382^	243^	751^	349^
2 SAT. 1.30P 30 CBS CA			50	B	3.8	12	323	1715	525	131	529	270	341	278	105	188	382	146	212	178	108	158	144	73	660	488
DRAGON'S LAIR	7	200	199	A	4.9	17	416	1925	221^	81^	304	187^	292^	192^	117^	12v	285^	169^	223^	117^	68v	62v	351	120^	985	448
SAT. 10.00A 30 ABC CA		99	99	B	5.2	19	441	1718	197	76	256	127	177	123	95	67	270	156	221	134	88	40	303	117	889	484
DUNGEONS AND DRAGONS	2	200	201	A	5.7	20	484	1694	364	274	427	298	344	169^	58v	71^	125^	61v	119^	125^	64v	LT	295	73^	847	457
SAT. 9.30A 30 CBS CA		98	98	B	5.7	20	484	1694	364	274	427	298	344	169	58	71	125	61	119	125	64	LT	295	73	847	457

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																															
FACE THE NATION						6	128	124	A	3.0	9	255	1259	545	185^	568	90v	216^	243^	274^	325^	691	373^	467^	338^	232^	208^	LT	LT	LT	LT
	SUN.	10.30A	30	CBS	CC		86	84	B	3.2	11	272	1131	500	160	512	86	141	148	206	334	593	226	296	287	219	260	LT	LT	LT	LT
GET ALONG GANG						8	196	196	A	4.7	21	399	1396	279^	20v	301^	203^	203^	148^	80v	98^	163^	70v	110^	110^	68v	53v	85^	40v	847	399
	SAT.	8.30A	30	CBS	CA		96	96	B	4.0	19	340	1554	267	74	284	183	202	154	65	73	205	84	127	113	82	73	161	91	904	528
GOING BANANAS						3	130	114	A	3.0	10	255	1741	435^	106v	458^	129^	230^	167^	254^	228^	326^	94v	204^	204^	110v	122v	291^	173^	666	424^
	SAT.	12.30P	30	NBC	CA		71	62	B	3.3	11	280	1660	365	64	378	134	240	194	199	138	308	116	182	159	118	126	282	175	692	449
IN THE NEWS- 8.26AM						8	185	185	A	3.9	19	331	1408	178^	127^	285^	245^	264^	129^	19v	21v	243^	148^	171^	171^	53v	72v	27v	27v	853	339^
	SAT.	8.26A	3	CBS	CN		94	93	B	3.0	16	255	1341	200	84	234	141	159	106	51	67	204	114	147	135	67	52	83	49	820	473
IN THE NEWS- 8.56AM						8	196	196	A	4.7	20	399	1469	287^	45v	319	235^	235^	153^	71v	84^	146^	66v	103^	103^	61v	43v	116^	40v	888	411
	SAT.	8.56A	3	CBS	CN		96	96	B	4.4	20	374	1562	255	72	283	189	204	139	57	72	198	81	123	108	78	69	174	100	907	524
IN THE NEWS- 9.56AM						2	197	201	A	5.6	20	475	1594	360	286	425	277	325	145^	62v	86^	112^	56v	102^	112^	56v	LT	278	58v	779	436
	SAT.	9.56A	3	CBS	CN		98	98	B	5.6	20	475	1594	360	286	425	277	325	145	62	86	112	56	102	112	56	LT	278	58	779	436
IN THE NEWS-11.56AM						7	185	186	A	3.9	13	331	1650	482	100^	530	287^	414	290^	145^	98v	157^	48v	94v	102^	109^	55v	195^	111^	768	366^
	SAT.	11.56A	3	CBS	CN		93	93	B	4.1	14	348	1502	336	148	434	196	296	179	127	128	255	122	174	156	100	75	232	124	581	358
IN THE NEWS- 1.26PM						4		134	A	5.8	17	492	1396	482^	289^	555	358^	507	294^	149^	48v	392^	58v	326^	318^	287^	66v	LT	LT	449^	187^
	2 SAT.	1.26P	3	CBS	CN			73	B	5.3	17	450	1613	461	186	500	242	396	309	161	104	483	126	317	326	268	152	42	25	588	448
IN THE NEWS- 1.56PM						4		102	A	3.1	9	263	1992	531^	380^	531^	378^	448^	267^	70v	83v	386^	109v	243^	229v	134v	143v	374^	248^	701^	342^
	2 SAT.	1.56P	3	CBS	CN			50	B	3.5	11	297	1648	513	133	512	288	339	278	87	173	358	157	203	162	81	145	149	80	629	481
KIDD VIDEO						8	193	192	A	6.9	23	586	1551	355	70^	357	157^	213^	146^	190^	144^	264	160^	222	166^	68^	42v	293	185^	637	389
	SAT.	11.00A	30	NBC	CA		97	97	B	6.7	24	569	1612	312	64	339	208	253	111	100	86	214	146	177	105	58	26	268	163	791	464
LITTLES						8	192	192	A	6.2	21	526	1681	272	65^	294	193^	229^	133^	46v	55v	294	200^	252	163^	63v	42v	229^	150^	864	529
	SAT.	11.30A	30	ABC	CA		94	95	B	5.9	21	501	1651	310	85	388	193	277	197	157	101	231	127	186	127	71	41	240	138	792	435
MEET THE PRESS						6	144	160	A	3.6	11	306	1343	467	52v	467	162^	205^	121^	226^	262^	741	208^	418	395^	399^	284^	33v	33v	102v	24v
	SUN.	12.00N	30	NBC	CC		88	92	B	3.6	12	306	1274	485	113	518	132	182	153	194	312	620	153	309	335	337	253	26	LT	110	56
MIGHTY ORBOTS						8	199	198	A	5.5	21	467	2081	243^	LT	369	150^	256^	154^	127^	113^	191^	124^	166^	110^	55v	25v	379	152^	1142	636
	SAT.	9.00A	30	ABC	CA		98	98	B	5.2	21	441	1783	139	46	205	96	134	80	61	71	214	121	164	95	59	50	279	77	1085	668
MR. T						8	190	191	A	5.9	20	501	1643	403	161^	403	166^	234^	150^	227^	151^	266	146^	191^	150^	61v	67^	294	143^	680	394
	SAT.	11.30A	30	NBC	CA		97	98	B	5.9	21	501	1575	317	80	329	162	211	137	128	105	278	154	200	147	96	53	187	76	781	406
MONDALE FOR PRESIDENT-2(S)							179		A	4.3	10	365	1332	633^	252^	633^	219^	328^	337^	205^	296^	559^	184^	277^	403^	274^	156v	71v	LT	69v	69v
	1 SAT.	5.55P	5	CBS	P		91																								
MUPPET BABIES						8	202	202	A	6.0	23	509	1831	431	255	456	342	407	213^	97^	49v	105^	41v	77^	85^	53v	20v	238^	103^	1032	483
	SAT.	9.00A	30	CBS	CA		98	98	B	5.6	23	475	1829	327	157	404	256	298	194	86	84	181	84	133	102	67	41	237	116	1007	574
NEW SCOOBY DOO MYSTERIES						6	203	202	A	5.5	19	467	1724	244^	36v	312	195^	261^	140^	66v	51v	281	160^	215^	119^	78^	66v	292	133^	839	387
	SAT.	10.30A	30	ABC	CA		99	99	B	5.3	19	450	1711	246	72	327	154	218	151	134	87	294	195	253	117	75	39	264	113	826	414
NFL '84-NBC						8	203	209	A	6.0	16	509	1717	588	181^	588	201^	330	371	287	217^	834	324	577	486	402	214^	84^	LT	211^	113^
	SUN.	12.30P	30	NBC	SC		99	99	B	5.1	15	433	1577	529	188	547	146	291	297	265	222	735	262	470	431	350	222	158	56	137	91
NFL FOOTBALL GAME 1-NBC						8	198	209	A	11.0	26	934	1332	372	150	392	128^	199	210	191	167	770	287	455	450	352	244	35^	LT	135^	77^
	SUN.	1.00P	190	NBC	SE		84	99	B	11.0	26	934	1348	385	152	410	124	208	216	200	168	775	265	467	453	375	258	72	23	91	67
1.00 - 1.30									A	9.0	23	764	1386	336	112^	355	100^	145^	165^	190	176	776	301	486	453	359	222	35v	LT	220	115^
CONT'D																															

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
NFL FOOTBALL GAME -CONT'D																										
1.30 - 2.00				A	10.8	26	917	1363	335	127^	350	98^	142	172	184	166	791	322	484	461	353	237	32v	LT	190	126^
2.00 - 2.30				A	11.4	27	968	1311	333	144	350	114^	160	174	169	164	796	317	481	481	357	240	41^	LT	124^	72^
2.30 - 3.00				A	10.9	26	925	1246	320	137	338	106^	161	174	168	155	784	292	464	455	367	255	36^	LT	88^	38^
3.00 - 3.30				A	11.8	27	1002	1326	395	166	423	157	242	244	184	160	772	275	441	447	338	256	32v	LT	99^	51^
3.30 - 4.00				A	11.9	26	1010	1322	445	199	474	177	292	284	215	164	715	226	384	406	341	251	34^	LT	99^	63^
4.00 - 4.30				A	9.6	21	815	1427	500	209	504	144^	277	294	261	203	761	346	532	479	325	213	40^	12v	122^	78^
NFL FOOTBALL GAME 2-NBC	3	209		A	18.0	35	1528	1646	489	231	498	172	289	288	239	179	830	307	516	505	401	254	149^	14v	169	80^
1 SUN. 4.12P 192 NBC SE		99		B	14.3	29	1214	1635	472	202	521	185	324	304	245	165	846	326	540	493	400	241	151	48	117	68
4.00 - 4.30				A	11.3	25	959	1664	493	258^	493	170^	287	291	248^	180^	839	273	519	501	426	276	118^	LT	214^	131^
4.30 - 5.00				A	15.5	35	1316	1635	448	259	448	141^	265	278	252	155^	849	302	530	506	413	269	128^	LT	210	109^
5.00 - 5.30				A	17.8	38	1511	1548	437	226	437	144^	265	277	220	147^	845	323	523	503	394	265	124^	LT	142^	78^
5.30 - 6.00				A	18.5	38	1571	1562	472	201	472	161	288	284	221	167	823	312	521	522	395	239	127^	LT	140^	78^
6.00 - 6.30				A	19.9	37	1690	1651	473	228	500	167	271	267	213	195	831	297	502	510	397	258	154	17v	166	75^
6.30 - 7.00				A	21.1	36	1791	1721	533	254	556	196	301	299	241	214	867	325	540	546	422	254	157	16v	141	51^
7.00 - 7.30				A	19.1	32	1622	1797	575	209	587	237	370	332	287	185	771	295	473	435	383	237	231	62^	208	79^
NFL FOOTBALL POST-NBC	5		200	A	7.5	16	637	1234	499	183^	508	137^	334^	324^	283^	174^	533	147^	340^	281^	310^	184^	58v	31v	135^	129^
2 SUN. 4.03P 10 NBC SC			99	B	6.2	13	526	1242	435	137	471	175	320	261	199	138	602	187	381	357	317	184	73	13	96	89
NFL FOOTBALL POST 2-NBC	2	207		A	13.7	23	1163	1791	514	188^	526	220	318	285	245	170^	820	383	559	529	351	200^	250	78^	195^	85^
1 SUN. 7.24P 6 NBC SC		99		B	10.0	17	849	1763	650	320	656	215	395	407	349	182	737	321	538	494	335	169	205	64	165	109
ONE TO GROW ON-8:28AM	8	192	192	A	4.9	24	416	1649	202^	26v	262^	116^	142^	81^	87^	120^	214^	115^	137^	121^	99^	77v	324	218^	849	580
SAT. 8.28A 2 NBC CN		96	97	B	4.1	25	348	1583	180	49	255	136	166	87	68	83	182	120	131	106	49	45	205	99	941	664
ONE TO GROW ON-8:58AM	8	195	194	A	4.9	21	416	1769	340	84^	374	153^	271^	216^	171^	103^	235^	120^	140^	121^	71v	95^	320	161^	840	571
SAT. 8.58A 2 NBC CN		97	97	B	4.9	23	416	1653	251	113	335	191	261	185	119	54	254	129	157	133	90	73	213	100	851	555
ONE TO GROW ON-10:28AM	8	205	206	A	9.6	33	815	1742	358	89^	358	191	278	251	133^	80^	315	200	261	205	73^	54^	301	203	768	418
SAT. 10.28A 2 NBC CN		99	99	B	8.7	32	739	1658	305	108	333	180	253	170	116	71	215	138	177	122	59	38	281	170	829	487
ONE TO GROW ON-10:58AM	8	201	203	A	8.1	27	688	1753	306	62^	315	152^	233	186	139^	82^	300	163^	249	198	93^	51^	320	183^	818	562
SAT. 10.58A 2 NBC CN		98	98	B	8.0	28	679	1693	300	76	336	175	253	159	115	77	207	131	170	108	56	29	294	188	856	512
ONE TO GROW ON-12:28PM	8	148	136	A	4.7	15	399	1436	332	91^	332	73v	153^	106^	223^	179^	255^	122^	219^	219^	97^	36v	285^	150^	564	386
SAT. 12.28P 2 NBC CN		82	69	B	4.3	14	365	1456	338	116	358	147	216	136	157	139	273	126	184	166	116	60	261	116	564	310
PBA FALL TOUR	4	159	143	A	3.6	10	306	1582	546	27v	579	LT	144^	160^	295^	410^	607	128^	340^	349^	267^	252^	88v	26v	308^	216^
1 SAT. 3.00P 92 NBC SE		84	84	B	3.8	11	323	1405	565	106	631	112	237	221	285	354	557	170	291	301	193	235	66	33	151	106
2 SAT. 1.00P 60																										
1.00 - 1.30				A	3.3	9	280	1389	479^	LT	597^	50v	172v	122v	354^	425^	475^	93v	254^	279^	186v	196v	120v	67v	197v	43v
1.30 - 2.00				A	3.6	10	306	1356	544^	LT	602^	LT	147v	147v	389^	455^	579^	79v	295^	341^	308^	238^	106v	62v	69v	69v
3.00 - 3.30				A	3.5	10	297	1596	522^	61v	522^	LT	104v	165v	235^	357^	533^	159v	306^	268^	147v	227^	87v	LT	454^	300^
3.30 - 4.00				A	3.7	11	314	1583	548^	42v	548^	LT	95v	137v	194v	411^	687^	145v	391^	391^	284^	296^	64v	LT	284^	207^
4.00 - 4.30				A	4.1	11	348	1839	604^	29v	604^	LT	195^	223^	298^	381^	695^	143v	423^	423^	373^	272^	57v	LT	483^	411^
PINK PANTHER AND SONS	8	196	195	A	4.7	21	399	1687	293^	51v	323	152^	233^	173^	137^	90^	241^	123^	140^	125^	78v	101^	288^	135^	835	597
SAT. 8.30A 30 NBC CA		97	97	B	4.5	22	382	1672	247	100	328	193	251	171	107	60	256	134	162	138	88	71	206	87	882	601
POLE POSITION	2	197	196	A	5.1	18	433	1538	273^	236^	347	220^	257^	116^	53v	74v	70v	45v	70v	70v	25v	LT	259^	80^	862	478
SAT. 10.00A 30 CBS CA		97	96	B	5.1	18	433	1538	273	236	347	220	257	116	53	74	70	45	70	70	25	LT	259	80	862	478
PRYOR'S PLACE	8	185	186	A	4.0	14	340	1712	430	91v	471	221^	356^	282^	152^	98^	140^	46v	79v	87v	94v	53v	194^	67v	907	433
SAT. 11.30A 30 CBS CL		94	94	B	4.3	15	365	1548	322	136	401	179	270	169	121	115	248	141	184	171	87	57	248	117	651	421

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SCARY SCOOBY DOO FUNNIES	5	196	193	A	5.6	19	475	1754	284	61v	402	300	353	165^	53v	49v	285	171^	255^	155^	103^	23v	254^	132^	813	424
SAT. 11.00A 30 ABC CA		96	96	B	5.3	19	450	1629	290	82	415	256	311	194	132	86	215	122	199	132	90	LT	219	113	780	402
SATURDAY SUPERCADE	2	194	196	A	4.7	16	399	1629	347	199^	380	176^	272^	190^	111^	93^	86^	55v	63v	68v	31v	18v	256^	119^	907	581
SAT. 10.30A 60 CBS CA		94	96	B	4.7	16	399	1629	347	199	380	176	272	190	111	93	86	55	63	68	31	18	256	119	907	581
10.30 - 11.00				A	4.4	15	374	1578	326^	169^	361	153^	234^	170^	96^	112^	92^	68v	68v	73v	24v	19v	288^	122^	837	527
11.00 - 11.30				A	5.0	17	425	1666	364	220^	395	200^	308	210^	123^	72v	75v	44v	55v	60v	31v	15v	230^	117^	966	626
SCHOOLHOUSE ROCK-8:25AM	8	190	187	A	3.5	17	297	2044	233^	24v	374^	109v	301^	192^	227^	73v	180^	145^	145^	100v	17v	35v	315^	180^	1175	799
SAT. 8.25A 4 ABC CN		97	94	B	3.1	19	263	1662	151	52	231	105	165	127	86	66	206	116	149	121	65	50	207	90	1018	614
SCHOOLHOUSE ROCK-9:55AM	8	200	199	A	5.0	17	425	2271	373	82^	511	191^	406	281^	229^	105^	233^	154^	195^	96^	70v	38v	387	162^	1140	538
SAT. 9.55A 4 ABC CN		98	98	B	5.0	19	425	1850	209	85	276	116	196	135	104	76	215	128	187	115	65	28	283	82	1076	616
SCHOOLHOUSE ROCK-10:25AM	8	200	199	A	4.8	16	408	1985	238^	86^	328	215^	316	198^	113^	12v	278^	163^	213^	106^	62v	65v	373	137^	1006	464
SAT. 10.25A 4 ABC CN		99	99	B	5.0	18	425	1699	224	81	277	141	195	138	105	70	258	147	212	134	87	36	293	118	871	472
SCHOOLHOUSE ROCK-11:25AM	5	196	193	A	5.4	18	458	1675	264^	48v	365	256^	310	147^	54v	55v	286	175^	252^	156^	101^	22v	244^	126^	780	405
SAT. 11.25A 4 ABC CN		96	96	B	5.1	18	433	1614	276	76	400	242	292	175	124	93	213	126	194	122	82	LT	233	128	768	387
SHIRT TALES	8	185	185	A	3.2	17	272	1588	243^	111v	335^	235^	254^	151^	78v	81v	283^	180^	218^	218^	59v	65v	32v	32v	938	397^
SAT. 8.00A 30 CBS CA		94	93	B	2.5	15	212	1432	225	84	255	146	166	118	66	80	214	125	161	144	64	50	86	55	877	509
SMURFS I	8	206	207	A	6.4	24	543	1705	360	176^	363	159^	256	208^	170^	107^	304	188^	222^	193^	70^	82^	215^	96^	823	492
SAT. 9.00A 30 NBC CA		99	99	B	5.8	24	492	1672	288	136	326	174	244	164	119	68	257	158	183	153	67	53	210	124	879	556
SMURFS II	8	206	207	A	8.8	31	747	1772	363	139^	365	205	301	248	126^	64^	361	235	289	249	85^	72^	217	109^	829	469
SAT. 9.30A 30 NBC CA		99	99	B	7.9	30	671	1748	322	139	353	201	285	179	117	59	271	168	208	166	81	42	231	137	893	533
SMURFS III	8	206	207	A	10.1	35	857	1771	369	84^	369	199	284	252	129^	85^	333	216	269	214	75^	64^	276	195	793	444
SAT. 10.00A 30 NBC CA		99	99	B	8.9	33	756	1690	320	115	348	194	272	176	117	69	221	142	182	128	59	39	273	168	848	507
SNORKS	8	194	193	A	4.7	25	399	1707	200^	23v	237^	97^	119^	82^	94^	107^	210^	101^	130^	123^	109^	70v	327	243^	933	652
SAT. 8.00A 30 NBC CA		97	97	B	3.7	25	314	1702	207	47	276	130	164	112	93	87	192	119	133	116	60	44	225	121	1009	742
SPIDERMAN AND FRIENDS	3	151	136	A	4.5	15	382	1312	315^	84v	318^	73v	147^	102^	221^	171^	259^	112^	204^	204^	110^	55v	232^	112^	503	341
SAT. 12.00N 30 NBC CA		83	69	B	4.8	16	408	1327	286	63	288	104	183	136	170	105	290	151	235	221	117	34	245	129	504	319
SPORTSBEAT	3		123	A	1.7	4	144	1236^	160v	LT	264v	104v	104v	LT	77v	160v	972^	771^	972^	577^	201v	LT	LT	LT	LT	LT
2 SAT. 3.00P 30 ABC SC			66	B	1.8	5	153	1210	188	LT	267	91	99	76	90	158	688	342	524	400	182	164	52	LT	203	181
SPORTSWORLD-SAT.	4	162		A	3.0	8	255	1537	446^	110v	451^	LT	117v	208v	344^	243v	764^	235v	372^	498^	435^	266^	86v	LT	236v	169v
1 SAT. 4.32P 88 NBC SA		85		B	4.5	12	382	1367	532	141	572	156	289	283	294	219	649	164	339	395	335	225	56	22	90	71
4.30 - 5.00				A	2.9	8	246	1622	487^	122v	487^	20v	134v	174v	334^	313^	744^	207v	350^	464^	419^	280^	122v	LT	269^	191v
5.00 - 5.30				A	2.5	7	212	1505	434^	99v	434^	LT	109v	193v	363^	241v	702^	155v	292v	415^	466^	287v	62v	LT	307^	161v
5.30 - 6.00				A	3.5	9	297	1525	441^	105v	441^	LT	110v	249^	350^	192v	850	321^	455^	597^	437^	253^	76v	LT	158v	158v
SUNDAY MORNING	7	174	174	A	4.8	19	408	1096	473	76v	505	61v	112^	159^	283^	346	520	138^	294^	331	321	167^	LT	LT	71v	23v
SUN. 9.00A 90 CBS N		94	94	B	4.6	19	391	1261	532	180	566	112	207	219	259	304	595	183	357	359	306	199	31	LT	69	37
9.00 - 9.30				A	4.1	18	348	971	443	61v	463	37v	89v	124^	244^	339^	503	89v	224^	287^	342^	199^	LT	LT	LT	LT
9.30 - 10.00				A	5.1	20	433	1127	522	67v	543	62v	122^	168^	298	375	484	134^	284^	304	293	165^	LT	LT	100^	28v
10.00 - 10.30				A	5.1	18	433	1194	467	97^	515	78^	125^	187^	309	328	584	188^	371	403	341	146^	LT	LT	95^	33v
SUPERFRIENDS: SUPERPOWERS	8	195	194	A	4.8	21	408	1993	251^	64v	371	118^	285^	191^	193^	86^	215^	136^	185^	141^	65v	30v	347	132^	1060	581
SAT. 8.30A 30 ABC CA		97	97	B	4.2	21	357	1673	140	62	222	88	147	94	96	75	195	88	150	130	86	45	249	103	1007	595
SUPERFRIENDS:SUPERPOWERS2	3	190		A	3.8	20	323	2276	155v	28v	266^	100v	216^	116v	166v	50v	323^	275^	275^	209^	32v	48v	151v	55v	1536	1010
1 SAT. 8.00A 30 ABC CA		97		B	2.8	18	238	1777	150	105	293	167	220	162	74	73	268	190	190	151	41	78	113	24	1103	682

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																																
THIS WEEK-DAVID BRINKLEY							5	182	185	A	4.1	12	348	1167	656	169^	673	129^	235^	272^	227^	401	463	110^	173^	173^	181^	235^	31v	LT	LT	LT
		SUN.	11.30A	60	ABC	N		95	96	B	4.0	12	340	1243	620	178	633	87	208	246	270	378	529	117	254	244	236	241	32	LT	44	43
11.30 - 12.00										A	3.9	11	331	1151	682	175^	704	127^	230^	269^	244^	435	420	99^	170^	169^	170^	209^	27v	LT	LT	LT
12.00 - 12.30										A	4.4	12	374	1139	614	160^	622	131^	235^	270^	203^	352	481	112^	163^	163^	182^	255^	36v	LT	LT	LT
TURBO TEEN							8	200	199	A	5.2	19	441	2283	376	91^	505	199^	405	279^	219^	100^	189^	118^	155^	89^	62v	34v	368	153^	1221	604
		SAT.	9.30A	30	ABC	CA		98	98	B	5.3	20	450	1837	209	83	272	121	193	127	96	75	217	138	191	108	59	26	270	74	1078	631
WOLF ROCK TV							1		187	A	2.3	13	195	2072	442^	LT	668^	226v	560^	334^	334^	108v	LT	LT	LT	LT	LT	LT	526^	373^	878^	607^
	2	SAT.	8.00A	30	ABC	CA			94	B	2.3	13	195	2072	442	LT	668	226	560	334	334	108	LT	LT	LT	LT	LT	LT	526	373	878	607

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. OCT.29, 1984

WEEK 1

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,030 17.7				27,000 31.8							
Program					← CALL TO GLORY (SD) →				← NFL MONDAY NIGHT FOOTBALL SEATTLE VS SAN DIEGO (9:00-12:00MD) (+OP)(SD)							
AVERAGE AUDIENCE (Households (000) & %)					11,120 13.1	12.8*		13.5*	13,160 15.5	16.8*		18.3*		18.5*		15.6*
SHARE OF AUDIENCE %					20	20 *		20 *	26	24 *		27 *		28 *		25 *
AVG. AUD. BY ¼ HR. %					12.7	12.8	13.4	13.6	16.2	17.4	18.1	18.4	18.9	18.1	15.9	15.4
CBS TV TOTAL AUDIENCE (Households (000) & %)					19,360 22.8				17,830 21.0		15,620 18.4		15,370 18.1			
Program					← SCARECROW & MRS. KING →				KATE & ALLIE		NEWHART (SD)		← CAGNEY & LACEY →			
AVERAGE AUDIENCE (Households (000) & %)					15,620 18.4	17.7*		19.1*	15,370 18.1		13,750 16.2		12,140 14.3	14.3*		14.2*
SHARE OF AUDIENCE %					28	27 *		28 *	26		24		24	23 *		24 *
AVG. AUD. BY ¼ HR. %					17.0	18.4	19.3	19.0	17.8	18.3	16.5	15.9	14.5	14.2	14.4	14.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,910 21.1				25,050 29.5							
Program					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES SHATTERED VOWS →							
AVERAGE AUDIENCE (Households (000) & %)					13,330 15.7	14.9*		16.5*	18,080 21.3	20.2*		21.6*		21.8*		21.8*
SHARE OF AUDIENCE %					24	23 *		24 *	33	29 *		32 *		35 *		37 *
AVG. AUD. BY ¼ HR. %					14.2	15.6	16.1	16.9	19.7	20.6	21.7	21.6	21.6	21.9	22.3	21.3

WEEK 2

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					6,880 8.1		4,410 5.2		29,460 34.7							
Program					(1) (S)(SD)		(2) (S)(SD)		← NFL MONDAY NIGHT FOOTBALL ATLANTA VS WASHINGTON (9:00-12:06AM) (+OP)(SD)							
AVERAGE AUDIENCE (Households (000) & %)					5,940 7.0		3,990 4.7		14,090 16.6	14.0*		17.9*		19.9*		18.2*
SHARE OF AUDIENCE %					11		7		28	20 *		26 *		31 *		29 *
AVG. AUD. BY ¼ HR. %					7.5	6.2	4.9	4.4	13.1	15.0	16.9	18.9	20.0	19.7	18.6	17.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					13,070 15.4		13,580 16.0		16,220 19.1		18,420 21.7		22,840 26.9			
Program					REAGAN FOR PRESIDENT MON		E/R SPEC. (SD)		KATE & ALLIE		NEWHART (S)(SD)		← CAGNEY & LACEY → (10:00-10:54PM)(S)(SD)			
AVERAGE AUDIENCE (Households (000) & %)					10,610 12.5		11,460 13.5		14,350 16.9		15,620 18.4		19,020 22.4	22.3*		22.7*
SHARE OF AUDIENCE %					19		20		25		28		38	37 *		40 *
AVG. AUD. BY ¼ HR. %					13.3	11.7	12.6	14.4	16.4	17.5	16.9	19.9	21.7	22.9	22.7	22.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					28,950 34.1								6,450 7.6		5,690 6.7	
Program					← NBC MONDAY NIGHT MOVIES AIRPLANE(R) (8:00-9:55PM) (S)(SD) →								(3) (S)(SD)		LAROUCHE-POLITICAL	
AVERAGE AUDIENCE (Households (000) & %)					16,220 19.1	19.5*		21.2*		19.3*		15.9*	5,860 6.9		4,580 5.4	
SHARE OF AUDIENCE %					29	30 *		32 *		28 *		24 *	11		9	
AVG. AUD. BY ¼ HR. %					18.6	20.3	20.8	21.7	19.9	18.8	18.3	12.1	7.3	6.2	5.2	5.6

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	60.8	61.8	63.0	64.4	64.7	65.8	67.2	68.4	68.4	69.0	68.5	67.1	63.7	61.6	59.8	57.5
WK. 2	60.8	62.2	63.5	65.1	65.3	65.9	66.4	66.8	67.9	67.7	66.5	64.5	61.1	60.4	58.4	55.7

U.S. TV Households: 84,900,000

(1)REAGAN-BUSH '84 COMM,ABC,(8:00-8:24PM)(S) (2)DEMOCRATS-LA ROUCHE,ABC,(8:30-8:53PM)(S)

(3)REAGAN POLITICAL-MON,NBC,(10:00-10:25PM)(S)

For explanation of symbols, See page A.

EVE.MON. NOV.5, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT.30, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,180 16.7		13,410 15.8		12,650 14.9				8,320 9.8			
							THREE'S A CROWD		WHO'S THE BOSS?		← PAPER DOLLS (SD) →				← JESSIE (10:00-10:56PM)(S)(SD) →			
		AVERAGE AUDIENCE (Households (000) & %)					12,140 14.3		12,310 14.5		8,740 10.3	10.6*		10.0*	6,450 7.6	7.8*		7.3*
		SHARE OF AUDIENCE %					23		22		16	16 *		16 *	13	13 *		13 *
		AVG. AUD. BY ¼ HR. %					13.6	14.9	14.4	14.6	11.1	10.2	10.4	9.6	8.0	7.6	7.5	7.1
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,420 11.1		10,190 12.0		25,550 30.1							
							AFTERMASH		E/R (SD)		← CBS TUESDAY NIGHT MOVIES → SILENCE OF THE HEART (SD)							
		AVERAGE AUDIENCE (Households (000) & %)					7,810 9.2		9,000 10.6		18,590 21.9	20.4*		22.4*		22.3*		22.7*
		SHARE OF AUDIENCE %					14		16		35	31 *		35 *		37 *		40 *
		AVG. AUD. BY ¼ HR. %					9.2	9.3	9.9	11.3	19.1	21.8	22.5	22.4	22.3	22.2	23.0	22.3
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					22,580 26.6				19,190 22.6				16,470 19.4			
							← A TEAM (SD) →				← RIPTIDE (SD) →				← REMINGTON STEELE →			
		AVERAGE AUDIENCE (Households (000) & %)					18,000 21.2	19.9*		22.5*	15,030 17.7	18.1*		17.4*	13,330 15.7	15.8*		15.5*
		SHARE OF AUDIENCE %					33	31 *		34 *	27	28 *		27 *	27	26 *		27 *
		AVG. AUD. BY ¼ HR. %					19.2	20.6	22.5	22.5	18.3	17.9	17.5	17.3	15.6	16.1	15.9	15.1
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)	7,220 8.5		8,570 10.1		12,740 15.0		12,230 14.4		11,720 13.8		12,400 14.6		12,400 14.6		13,070 15.4	
			'84 VOTE-7:00PM (7:00-7:23PM)		'84 VOTE-7:30PM (7:30-7:53PM)		'84 VOTE-8:00PM (8:00-8:23PM)		'84 VOTE-8:30PM (8:30-8:53PM)		'84 VOTE-9:00PM (9:00-9:23PM)		'84 VOTE 9:30PM (9:30-9:56PM) (SD)		'84 VOTE-10:00PM (10:00-10:23PM)		'84 VOTE-10:30PM	
		AVERAGE AUDIENCE (Households (000) & %)	6,110 7.2		7,560 8.9		10,780 12.7		10,700 12.6		10,360 12.2		10,100 11.9		11,120 13.1		10,530 12.4	
		SHARE OF AUDIENCE %	12		14		19		19		18		17		19		20	
		AVG. AUD. BY ¼ HR. %	7.3	7.1	8.7	9.4	12.5	13.0	12.9	12.0	12.0	12.5	11.9	12.0	13.1	13.0	12.2	12.6
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	8,490 10.0		~~8,080~~ 10,020 ~~10.7~~ 11.8		12,650 14.9		12,570 14.8		12,820 15.1		12,480 14.7		13,330 15.7		12,570 14.8	
			CAMPAIGN '84:ELECT-7:00P (7:00-7:23PM)		CAMPAIGN '84:ELECT-7.30P		CAMPAIGN '84:ELECT-8.00P		CAMPAIGN '84:ELECT-8.30P		CAMPAIGN '84:ELECT-9.00P		CAMPAIGN '84:ELECT-9.30P		CAMPAIGN '84:ELECT-10.00P		CAMPAIGN '84:ELECT-10.30P	
		AVERAGE AUDIENCE (Households (000) & %)	7,220 8.5		~~7,980~~ 8,740 ~~9.4~~ 10.3		10,870 12.8		10,870 12.8		11,210 13.2		10,870 12.8		11,800 13.9		11,120 13.1	
		SHARE OF AUDIENCE %	14		~~15~~ 17		20		19		19		18		20		21	
		AVG. AUD. BY ¼ HR. %	8.7	8.3	~~9.4~~ 10.2	~~9.5~~ 10.3	13.0	12.4	12.9	12.6	13.2	13.2	12.8	12.7	13.7	14.3	13.3	12.8
	NBC TV	TOTAL AUDIENCE (Households (000) & %)	7,560 8.9		8,150 9.6		12,740 15.0		12,140 14.3		11,890 14.0		12,400 14.6		11,290 13.3		10,950 12.9	
			DECISION '84-ELECT-7.00P		DECISION '84-ELECT-7.30P		DECISION '84-ELECT-8.00P		DECISION '84-ELECT-8.30P		DECISION '84-ELECT-9.00P		DECISION '84-ELECT-9.30P		DECISION '84-ELECT-10.00P		DECISION '84-ELECT-10.30P	
		AVERAGE AUDIENCE (Households (000) & %)	6,540 7.7		7,050 8.3		10,360 12.2		10,530 12.4		10,530 12.4		10,700 12.6		9,680 11.4		9,510 11.2	
		SHARE OF AUDIENCE %	13		13		19		18		18		18		17		18	
		AVG. AUD. BY ¼ HR. %	7.7	7.8	8.5	8.0	12.2	12.4	12.1	13.0	12.5	12.2	12.5	12.7	11.7	10.7	11.0	11.5
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.3	61.6	62.1	62.4	62.7	64.2	65.9	66.5	65.5	65.7	64.5	63.7	60.6	59.8	58.7	55.8
		WK. 2	63.4	65.1	65.6	67.1	67.7	68.5	69.7	70.5	70.8	70.9	70.0	67.8	66.4	63.4	59.9	57.6

U.S. TV Households: 84,900,000

(1)CAMPAIGN '84:ELECT-7.00P,CBS,(7:00-7:23PM)(S)

For explanation of symbols, See page A.

EVE.TUE. NOV.6, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.31, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					21,230 25.0				24,620 29.0				20,630 24.3			
ABC TV program					FALL GUY (SD)				DYNASTY (SD)				HOTEL (10:00-10:56PM)(S)(SD)			
AVERAGE AUDIENCE (Households (000) & %)					16,050 18.9	17.7*		20.1*	21,140 24.9	24.1*		25.8*	16,900 19.9	20.3*		19.5*
SHARE OF AUDIENCE %					30	29 *		31 *	39	37 *		40 *	34	34 *		35 *
AVG. AUD. BY ¼ HR. %					16.9	18.5	19.8	20.5	23.5	24.6	25.6	25.9	20.8	19.7	19.7	19.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					10,530 12.4		9,170 10.8		14,690 17.3							
CBS TV program					CHARLES IN CHARGE		DREAMS		CBS WEDNESDAY NIGHT MOVIE SWEET REVENGE (9:00-10:54PM) (S)(SD)							
AVERAGE AUDIENCE (Households (000) & %)					8,910 10.5		7,470 8.8		8,490 10.0	9.3*		9.9*		10.2*		10.6*
SHARE OF AUDIENCE %					17		14		16	14 *		15 *		17 *		19 *
AVG. AUD. BY ¼ HR. %					10.7	10.4	8.9	8.8	9.4	9.3	9.8	10.1	10.2	10.2	10.5	10.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,320 20.4				14,520 17.1		12,650 14.9		14,010 16.5			
NBC TV program					HIGHWAY TO HEAVEN (SD)				FACTS OF LIFE		IT'S YOUR MOVE		ST. ELSEWHERE			
AVERAGE AUDIENCE (Households (000) & %)					13,840 16.3	15.5*		17.2*	12,570 14.8		11,120 13.1		11,380 13.4	13.9*		12.9*
SHARE OF AUDIENCE %					26	25 *		27 *	23		20		23	23 *		23 *
AVG. AUD. BY ¼ HR. %					14.9	16.2	17.0	17.3	14.9	14.8	12.9	13.2	13.9	13.8	13.1	12.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					19,700 23.2				25,130 29.6				19,870 23.4			
ABC TV program					FALL GUY (SD)				DYNASTY (SD)				HOTEL			
AVERAGE AUDIENCE (Households (000) & %)					15,620 18.4	16.9*		19.8*	21,820 25.7	25.1*		26.2*	16,730 19.7	20.2*		19.3*
SHARE OF AUDIENCE %					29	27 *		31 *	39	38 *		40 *	34	34 *		34 *
AVG. AUD. BY ¼ HR. %					16.2	17.7	19.2	20.4	24.7	25.6	26.2	26.3	20.6	19.7	19.5	19.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,820 15.1		11,460 13.5		17,060 20.1							
CBS TV program					CHARLES IN CHARGE		E/R (SUS-OP)		CBS WEDNESDAY NIGHT MOVIE TOUGHEST MAN IN THE WORLD (SD)							
AVERAGE AUDIENCE (Households (000) & %)					10,870 12.8		10,270 12.1		10,700 12.6	11.4*		11.9*		13.4*		13.7*
SHARE OF AUDIENCE %					20		19		20	17 *		18 *		22 *		24 *
AVG. AUD. BY ¼ HR. %					12.7	12.8	11.6	12.7	11.1	11.7	11.9	11.9	13.2	13.5	13.8	13.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,810 19.8				15,540 18.3				13,240 15.6			
NBC TV program					HIGHWAY TO HEAVEN (SD)				FACTS OF LIFE				ST. ELSEWHERE			
AVERAGE AUDIENCE (Households (000) & %)					13,670 16.1	15.9*		16.2*	12,060 14.2	14.4*		14.1*	11,040 13.0	13.1*		12.9*
SHARE OF AUDIENCE %					25	25 *		25 *	22	22 *		21 *	22	22 *		23 *
AVG. AUD. BY ¼ HR. %					16.1	15.8	16.5	15.8	14.5	14.3	14.0	14.2	13.2	13.0	13.1	12.7

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	57.6	58.4	59.0	60.3	61.1	62.7	64.0	64.7	65.2	65.1	64.2	63.8	60.4	58.7	57.5	55.0
WK. 2	61.7	63.2	63.3	63.6	63.2	63.7	64.1	65.1	65.6	66.1	65.8	65.5	60.5	59.0	57.8	56.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. NOV.7, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.1, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,420 21.7								15,200 17.9			
Program					← ABC THURSDAY NIGHT MOVIE THE THREE WISHES OF BILLY GRIER (SD) →								← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					11,460 13.5	11.4*		13.4*		14.3*		14.8*	11,290 13.3	14.1*		12.5*
SHARE OF AUDIENCE %					21	18 *		20 *		22 *		22 *	22	23 *		21 *
AVG. AUD. BY ¼ HR. %					11.5	11.4	13.1	13.8	14.5	14.1	15.1	14.6	14.5	13.6	12.7	12.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					19,780 23.3				19,190 22.6				18,510 21.8			
Program					← MAGNUM, P.I. (SD) →				← SIMON & SIMON (SD) →				← KNOTS LANDING →			
AVERAGE AUDIENCE (Households (000) & %)					15,880 18.7	17.6*		19.8*	15,880 18.7	18.3*		19.1*	16,300 19.2	19.1*		19.3*
SHARE OF AUDIENCE %					29	27 *		30 *	28	28 *		29 *	32	31 *		33 *
AVG. AUD. BY ¼ HR. %					16.8	18.5	19.8	19.8	18.5	18.2	18.9	19.4	18.7	19.5	19.7	18.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					18,930 22.3		16,390 19.3		16,900 19.9		14,690 17.3		18,510 21.8			
Program					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT		← HILL STREET BLUES →			
AVERAGE AUDIENCE (Households (000) & %)					16,980 20.0		14,600 17.2		15,110 17.8		13,160 15.5		15,110 17.8	17.9*		17.8*
SHARE OF AUDIENCE %					31		26		27		24		30	29 *		30 *
AVG. AUD. BY ¼ HR. %					19.6	20.5	17.0	17.4	17.7	17.9	15.6	15.4	17.7	18.1	18.2	17.3
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000) & %)					18,760 22.1								17,490 20.6			
Program					← ABC THURSDAY NIGHT MOVIE THE IMPOSTER (SD) →								← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					12,060 14.2	11.8*		13.6*		15.3*		16.0*	13,580 16.0	16.2*		15.9*
SHARE OF AUDIENCE %					22	18 *		20 *		23 *		24 *	26	26 *		26 *
AVG. AUD. BY ¼ HR. %					11.8	11.9	13.4	13.8	15.4	15.2	15.8	16.2	15.7	16.7	16.8	15.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					20,630 24.3				21,560 25.4				19,530 23.0			
Program					← MAGNUM, P.I. (SD) →				← SIMON & SIMON (SD) →				← KNOTS LANDING →			
AVERAGE AUDIENCE (Households (000) & %)					16,810 19.8	18.4*		21.1*	18,420 21.7	21.2*		22.2*	16,470 19.4	19.3*		19.4*
SHARE OF AUDIENCE %					30	28 *		32 *	33	32 *		34 *	31	30 *		32 *
AVG. AUD. BY ¼ HR. %					17.3	19.5	21.1	21.1	20.8	21.7	22.2	22.2	19.5	19.2	19.6	19.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					19,950 23.5		17,740 20.9		15,880 18.7		14,600 17.2		17,910 21.1			
Program					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT (SD)		← HILL STREET BLUES →			
AVERAGE AUDIENCE (Households (000) & %)					18,000 21.2		15,790 18.6		14,180 16.7		13,500 15.9		14,430 17.0	17.0*		17.1*
SHARE OF AUDIENCE %					32		28		25		24		27	27 *		28 *
AVG. AUD. BY ¼ HR. %					20.6	21.8	18.8	18.4	16.8	16.7	15.8	15.9	16.8	17.2	17.0	17.1
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	59.3	60.8	61.2	62.5	64.3	65.1	65.8	66.7	66.4	66.3	66.0	65.8	62.5	61.7	60.3	56.8
WK. 2	58.7	60.0	61.7	63.2	64.8	66.1	66.6	66.7	65.4	66.1	66.1	66.0	63.3	63.4	62.6	59.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. NOV.8, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. NOV.2, 1984

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,450 18.2		16,130 19.0		12,900 15.2				11,720 13.8			
	Program					BENSON		WEBSTER (SD)		← HAWAIIAN HEAT (SD) →				← MATT HOUSTON (10:00-10:56PM)(S)(SD) →			
	AVERAGE AUDIENCE (Households (000) & %)					13,330 15.7		14,520 17.1		9,680 11.4	11.6*		11.3*	9,590 11.3	11.1*		11.7*
	SHARE OF AUDIENCE %					26		27		18	19 *		18 *	19	19 *		20 *
	AVG. AUD. BY ¼ HR. %					15.1	16.3	16.6	17.6	12.1	11.2	11.3	11.2	10.9	11.3	11.9	11.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,260 16.8				26,320 31.0				20,970 24.7			
	Program					← DUKES OF HAZZARD (8:00-8:54PM)(S)(SD) (SUS-SD) →				← DALLAS (SD) →				← FALCON CREST (10:00-10:54PM)(S)(SD) →			
	AVERAGE AUDIENCE (Households (000) & %)					10,950 12.9	12.4*		13.5*	23,010 27.1	26.4*		27.9*	18,590 21.9	22.3*		21.3*
	SHARE OF AUDIENCE %					21	21 *		22 *	43	42 *		45 *	37	38 *		37 *
	AVG. AUD. BY ¼ HR. %					12.2	12.5	13.3	13.8	25.4	27.3	28.2	27.6	22.5	22.2	21.7	20.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,960 18.8				10,780 12.7				13,070 15.4			
	Program					← V (SD) →				← HUNTER (9:00-9:56PM)(S)(SD) →				← MIAMI VICE →			
	AVERAGE AUDIENCE (Households (000) & %)					12,310 14.5	14.8*		14.3*	7,900 9.3	9.4*		9.1*	10,270 12.1	11.7*		12.5*
	SHARE OF AUDIENCE %					24	25 *		23 *	15	15 *		15 *	21	20 *		22 *
	AVG. AUD. BY ¼ HR. %					14.7	14.9	14.7	13.9	9.6	9.2	9.1	9.1	11.5	11.9	12.1	12.9

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,940 17.6		14,770 17.4		11,040 13.0				11,800 13.9			
	Program					BENSON		WEBSTER (SD)		← HAWAIIAN HEAT (SD) →				← MATT HOUSTON →			
	AVERAGE AUDIENCE (Households (000) & %)					13,070 15.4		13,240 15.6		8,490 10.0	10.2*		9.9*	9,420 11.1	10.9*		11.4*
	SHARE OF AUDIENCE %					26		25		16	16 *		16 *	19	18 *		20 *
	AVG. AUD. BY ¼ HR. %					15.1	15.7	15.7	15.6	10.3	10.1	9.9	9.9	10.8	11.0	11.4	11.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)					15,710 18.5				25,220 29.7				20,630 24.3			
	Program					← DUKES OF HAZZARD →				← DALLAS (SD) →				← FALCON CREST →			
	AVERAGE AUDIENCE (Households (000) & %)					11,970 14.1	12.9*		15.2*	22,240 26.2	25.8*		26.6*	17,910 21.1	21.7*		20.4*
	SHARE OF AUDIENCE %					23	22 *		25 *	42	41 *		43 *	36	37 *		36 *
	AVG. AUD. BY ¼ HR. %					12.5	13.4	14.0	16.4	25.1	26.5	26.7	26.5	21.9	21.5	20.9	20.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)					15,370 18.1				11,550 13.6				11,720 13.8			
	Program					← V (SD) →				← HUNTER →				← MIAMI VICE →			
	AVERAGE AUDIENCE (Households (000) & %)					11,720 13.8	13.6*		13.9*	9,340 11.0	10.9*		11.1*	9,760 11.5	11.5*		11.6*
	SHARE OF AUDIENCE %					23	23 *		23 *	18	18 *		18 *	20	19 *		20 *
	AVG. AUD. BY ¼ HR. %					13.5	13.8	14.3	13.5	10.8	10.9	11.0	11.2	11.4	11.6	11.7	11.5

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	56.2	57.9	58.2	59.1	59.7	61.1	61.9	62.7	62.7	62.5	62.4	62.0	59.8	58.9	58.8	56.6
	WK. 2	56.7	57.9	58.3	58.8	59.3	60.5	61.2	61.8	61.9	62.5	62.4	61.9	59.2	59.0	57.8	56.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. NOV.9, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.3, 1984

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					14,770				17,060				15,620			
TOTAL AUDIENCE (%)					17.4				20.1				18.4			
Program	(1)				T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES (10:00-10:56PM)(S)(SD)			
AVERAGE AUDIENCE (Households (000))					11,040				14,010				12,400			
AVERAGE AUDIENCE (%)		8.9*			13.0	12.7*		13.4*	16.5	16.2*		16.9*	14.6	14.8*		14.5*
SHARE OF AUDIENCE %		17 *			22	22 *		23 *	28	28 *		29 *	27	27 *		28 *
AVG. AUD. BY ¼ HR. %	9.2	8.3			12.6	12.8	13.0	13.8	15.8	16.5	17.0	16.8	14.8	14.7	14.7	14.2
CBS TV TOTAL AUDIENCE (Households (000))					12,740				15,030				14,090			
TOTAL AUDIENCE (%)					15.0				17.7				16.6			
Program					AIRWOLF (8:00-8:53PM)(S)(SD)				MIKE HAMMER (SD)				COVER-UP (10:00-10:54PM)(S)(SD)			
AVERAGE AUDIENCE (Households (000))					9,930				11,630				11,550			
AVERAGE AUDIENCE (%)					11.7	11.5*		11.8*	13.7	13.2*		14.1*	13.6	13.4*		13.8*
SHARE OF AUDIENCE %					20	20 *		20 *	24	23 *		24 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %					11.6	11.5	11.8	12.0	12.9	13.5	14.0	14.3	13.5	13.4	13.7	13.9
NBC TV TOTAL AUDIENCE (Households (000))					14,940		14,260		11,630				9,590			
TOTAL AUDIENCE (%)					17.6		16.8		13.7				11.3			
Program					DIFF'RENT STROKES-SAT.		GIMME A BREAK (SD)		PARTNERS IN CRIME				HOT PURSUIT (10:00-10:55PM)(S)(SD)			
AVERAGE AUDIENCE (Households (000))					12,740		12,740		8,830				7,640			
AVERAGE AUDIENCE (%)					15.0		15.0		10.4	10.5*		10.3*	9.0	9.2*		8.8*
SHARE OF AUDIENCE %					26		26		18	18 *		18 *	17	17 *		17 *
AVG. AUD. BY ¼ HR. %					14.4	15.6	15.3	14.8	10.6	10.4	10.4	10.1	9.3	9.1	8.8	8.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					11,890				15,280				12,480			
TOTAL AUDIENCE (%)					14.0				18.0				14.7			
Program	CFA COLLEGE FOOTBALL GAME FLORIDA STATE VS SOUTH CAROLINA (3:43-7:24PM)				T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES			
AVERAGE AUDIENCE (Households (000))					9,760				12,480				9,850			
AVERAGE AUDIENCE (%)		8.4*			11.5	11.1*		11.9*	14.7	14.3*		15.2*	11.6	11.6*		11.7*
SHARE OF AUDIENCE %		16 *			20	19 *		20 *	25	24 *		26 *	21	21 *		22 *
AVG. AUD. BY ¼ HR. %	8.3	8.5			11.0	11.2	11.7	12.1	13.9	14.7	15.1	15.3	11.9	11.2	11.6	11.9
CBS TV TOTAL AUDIENCE (Households (000))					13,580				13,410				13,410			
TOTAL AUDIENCE (%)					16.0				15.8				15.8			
Program					AIRWOLF (SD)				MIKE HAMMER (SD)				MIKE HAMMER SPECIAL			
AVERAGE AUDIENCE (Households (000))					10,610				11,040				11,290			
AVERAGE AUDIENCE (%)					12.5	12.2*		12.7*	13.0	12.6*		13.4*	13.3	13.0*		13.5*
SHARE OF AUDIENCE %					21	21 *		21 *	22	21 *		23 *	25	24 *		25 *
AVG. AUD. BY ¼ HR. %					12.0	12.4	12.8	12.7	12.2	13.0	13.6	13.1	12.7	13.3	13.5	13.6
NBC TV TOTAL AUDIENCE (Households (000))					15,200		14,430		18,510							
TOTAL AUDIENCE (%)					17.9		17.0		21.8							
Program					DIFF'RENT STROKES-SAT.		GIMME A BREAK (SD)		SAT MOVIE OF THE WEEK-NBC BUSTIN' LOOSE(R) (SD)							
AVERAGE AUDIENCE (Households (000))					13,330		13,240		11,890							
AVERAGE AUDIENCE (%)					15.7		15.6		14.0	13.7*		13.7*		14.4*		14.4*
SHARE OF AUDIENCE %					27		26		25	23 *		23 *		26 *		27 *
AVG. AUD. BY ¼ HR. %					15.1	16.3	15.6	15.6	13.7	13.6	13.6	13.7	14.5	14.3	14.7	14.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	55.6	55.9	56.2	57.0	57.7	58.5	58.5	58.5	57.7	58.1	58.5	57.6	55.4	55.1	53.1	50.4
WK. 2	56.4	56.2	56.3	57.1	57.8	58.8	59.1	59.4	59.1	59.3	59.1	57.8	55.0	54.5	53.9	52.9

U.S. TV Households: 84,900,000

(1)CFA COLLEGE FOOTBALL GAME,BOSTON CLGE VS PENN ST & AUBURN VS FLORIDA,ABC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. NOV.10, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.3, 1984

WEEK 1

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,480 4.1													
ABC TV	Program			ABC WEEKEND REPORT-SAT.													
ABC TV	AVERAGE AUDIENCE (Households (000) & %)			3,310 3.9													
ABC TV	SHARE OF AUDIENCE %			10													
ABC TV	AVG. AUD. BY ¼ HR. %			3.9													
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
CBS TV	AVERAGE AUDIENCE (Households (000) & %)																
CBS TV	SHARE OF AUDIENCE %																
CBS TV	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,440 12.3													
NBC TV	Program			← SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM) →													
NBC TV	AVERAGE AUDIENCE (Households (000) & %)			5,430 6.4	7.6*		6.1*		5.2*								
NBC TV	SHARE OF AUDIENCE %			20	21 *		20 *		20 *								
NBC TV	AVG. AUD. BY ¼ HR. %			8.3	7.0	6.4	5.8	5.3	5.0								

WEEK 2

	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			2,890 3.4													
ABC TV	Program			ABC WEEKEND REPORT-SAT.													
ABC TV	AVERAGE AUDIENCE (Households (000) & %)			2,800 3.3													
ABC TV	SHARE OF AUDIENCE %			8													
ABC TV	AVG. AUD. BY ¼ HR. %			3.3													
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
CBS TV	AVERAGE AUDIENCE (Households (000) & %)																
CBS TV	SHARE OF AUDIENCE %																
CBS TV	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,530 12.4													
NBC TV	Program			← SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) →													
NBC TV	AVERAGE AUDIENCE (Households (000) & %)			5,860 6.9	8.3*		6.7*		4.9*								
NBC TV	SHARE OF AUDIENCE %			21	22 *		21 *		18 *								
NBC TV	AVG. AUD. BY ¼ HR. %			8.8	7.8	7.3	6.2	5.1	4.5								
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	46.6	43.8	38.1	34.4	31.7	29.1	26.7	25.4	23.2	19.8	17.6	16.1	14.7	12.5	11.4	10.8
	WK. 2	48.4	44.3	39.8	37.1	33.7	30.5	27.6	25.9	23.6	20.9	18.9	16.5	14.0	12.6	11.2	10.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. NOV.10, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.4, 1984

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		16,220 19.1				17,490 20.6				28,020 33.0							
Program		RIPLEY'S BELIEVE IT-NOT				HARDCASTLE & MCCORMICK (SD)				ABC SUNDAY NIGHT MOVIE THE BEST LITTLE WHOREHOUSE IN TEXAS (9:00-11:25PM) (SD)							
AVERAGE AUDIENCE (Households (000) & %)		10,950 12.9	11.8*		13.9*	14,090 16.6	16.1*		17.2*	16,640 19.6	20.3*		20.7*		19.0*		18.8*
SHARE OF AUDIENCE	%	20	18 *		21 *	24	24 *		25 *	32	29 *		31 *		31 *		33 *
AVG. AUD. BY ¼ HR.	%	10.8	12.8	13.6	14.2	15.7	16.5	16.9	17.5	19.9	20.7	20.6	20.7	19.5	18.6	18.5	19.1
CBS TV TOTAL AUDIENCE (Households (000) & %)		26,060 30.7				18,590 21.9				14,180 16.7		12,310 14.5		14,430 17.0			
Program		60 MINUTES				MURDER, SHE WROTE (SD)				JEFFERSONS		ALICE (SD)		TRAPPER JOHN, M.D. (10:00-10:55PM)(S)(SD)			
AVERAGE AUDIENCE (Households (000) & %)		19,270 22.7	20.8*		24.7*	14,350 16.9	17.0*		16.8*	12,060 14.2		10,610 12.5		12,310 14.5	14.4*		14.7*
SHARE OF AUDIENCE	%	35	32 *		37 *	24	25 *		24 *	21		19		24	23 *		26 *
AVG. AUD. BY ¼ HR.	%	19.3	22.3	25.2	24.1	17.4	16.6	16.8	16.9	13.8	14.5	12.3	12.8	14.2	14.6	14.7	14.6
NBC TV TOTAL AUDIENCE (Households (000) & %)				11,210 13.2		18,000 21.2				22,750 26.8							
Program			(1) (SD)	SILVER SPOONS		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE THE CARTIER AFFAIR (9:00-10:55PM) (S)(SD)							
AVERAGE AUDIENCE (Households (000) & %)			19.1*	9,590 11.3		14,180 16.7	15.7*		17.7*	14,520 17.1	18.0*		17.7*		17.0*		15.4*
SHARE OF AUDIENCE	%		32 *	17		24	23 *		25 *	27	26 *		27 *		27 *		27 *
AVG. AUD. BY ¼ HR.	%	20.5	16.3	11.0	11.6	15.0	16.5	17.5	18.0	18.4	17.6	18.1	17.4	17.1	16.9	16.3	14.2

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		15,030 17.7				24,960 29.4								17,150 20.2			
Program		RIPLEY'S BELIEVE IT-NOT				ABC SUNDAY NIGHT MOVIE STIR CRAZY(R) (SD)								LIFES-EMBARASSING MOMENTS			
AVERAGE AUDIENCE (Households (000) & %)		10,610 12.5	11.3*		13.6*	16,050 18.9	16.1*		17.6*		20.9*		21.0*	13,500 15.9	16.6*		15.2*
SHARE OF AUDIENCE	%	19	17 *		20 *	27	23 *		25 *		30 *		31 *	26	26 *		25 *
AVG. AUD. BY ¼ HR.	%	10.7	11.9	13.5	13.8	15.7	16.5	17.1	18.2	20.7	21.0	21.2	20.8	16.8	16.3	15.7	14.8
CBS TV TOTAL AUDIENCE (Households (000) & %)		28,530 33.6				31,410 37.0											
Program		60 MINUTES (7:02-8:02PM) (OP)(-OP)				ELLIS ISLAND PART 1 (8:02-11:02PM) (OP)(SD)(-OP)											
AVERAGE AUDIENCE (Households (000) & %)		21,310 25.1	24.7*		25.5*	19,870 23.4	23.2*		22.5*		23.4*		23.8*		24.1*		23.6*
SHARE OF AUDIENCE	%	37	37 *		37 *	36	33 *		32 *		34 *		36 *		39 *		42 *
AVG. AUD. BY ¼ HR.	%	23.4	25.9	25.6	25.3	23.4	23.0	22.5	22.5	23.3	23.4	23.8	23.9	24.0	24.2	23.6	23.5
NBC TV TOTAL AUDIENCE (Households (000) & %)		8,320 9.8		10,530 12.4		16,900 19.9				18,420 21.7							
Program		SILVER SPOONS		PUNKY BREWSTER		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE I MARRIED A CENTERFOLD							
AVERAGE AUDIENCE (Households (000) & %)		7,300 8.6		8,830 10.4		13,670 16.1	15.2*		17.0*	11,380 13.4	12.8*		12.9*		13.9*		14.0*
SHARE OF AUDIENCE	%	13		15		23	22 *		24 *	21	19 *		19 *		22 *		23 *
AVG. AUD. BY ¼ HR.	%	8.4	8.9	9.6	11.1	14.4	16.0	16.9	17.1	13.0	12.6	13.0	12.8	13.9	14.0	14.3	13.8
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	63.8	64.8	66.2	67.6	68.2	68.7	69.4	69.9	68.8	69.1	67.5	65.0	62.9	60.9	58.8	55.8
	WK. 2	64.4	66.5	67.8	68.6	69.9	70.3	71.3	71.2	69.3	68.7	68.2	67.7	63.9	62.2	61.0	59.6

U.S. TV Households: 84,900,000

(1)NFL FOOTBALL GAME 2-NBC,VARIOUS TEAMS AND TIMESNBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. NOV.11, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.4, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)						2,630 3.1											
Program		ABC SUNDAY NIGHT MOVIE BEST LITTLE WHOREHOUSE IN TEXAS				ABC WEEKEND REPORT-SUN.											
AVERAGE AUDIENCE (Households (000) & %)			19.2*			2,460 2.9											
SHARE OF AUDIENCE	%		40 *			12											
AVG. AUD. BY ¼ HR.	%	19.4	18.8			3.0	2.5										
CBS TV TOTAL AUDIENCE (Households (000) & %)		5,010 5.9															
Program		CBS SUNDAY NEWS-OSGOOD															
AVERAGE AUDIENCE (Households (000) & %)		4,670 5.5															
SHARE OF AUDIENCE	%	11															
AVG. AUD. BY ¼ HR.	%	5.5															
NBC TV TOTAL AUDIENCE (Households (000) & %)						1,700 2.0											
Program						G MICHAELS SPORTS MACHINE											
AVERAGE AUDIENCE (Households (000) & %)						1,270 1.5											
SHARE OF AUDIENCE	%					6											
AVG. AUD. BY ¼ HR.	%					1.5	1.5										

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					3,820 4.5												
Program					ABC WEEKEND REPORT-SUN.												
AVERAGE AUDIENCE (Households (000) & %)					3,650 4.3												
SHARE OF AUDIENCE	%				10												
AVG. AUD. BY ¼ HR.	%				4.3												
CBS TV TOTAL AUDIENCE (Households (000) & %)		7,130 8.4															
Program		CBS SUNDAY NEWS-OSGOOD (11:02-11:17PM) (OP)															
AVERAGE AUDIENCE (Households (000) & %)		6,880 8.1															
SHARE OF AUDIENCE	%	18															
AVG. AUD. BY ¼ HR.	%	8.2	7.4														
NBC TV TOTAL AUDIENCE (Households (000) & %)						1,530 1.8											
Program						G MICHAELS SPORTS MACHINE (12:00-12:30AM)											
AVERAGE AUDIENCE (Households (000) & %)						1,020 1.2											
SHARE OF AUDIENCE	%					4											
AVG. AUD. BY ¼ HR.	%					1.3	1.0										

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	50.9	43.5	33.7	29.0	24.4	21.8	18.6	16.3	13.9	12.6	11.4	9.9	8.8	8.2	7.3	6.7
	WK. 2	51.8	46.7	39.0	33.8	28.6	24.9	21.9	20.2	17.2	14.8	13.0	11.3	9.8	8.8	7.8	7.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. NOV.11, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. OCT.29–NOV.2, 1984

WEEK 1

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,600 6.6				5,430 6.4									
	Program	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)> (S)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)			4,330 5.1				4,670 5.5									
	SHARE OF AUDIENCE %			23				24									
	AVG. AUD. BY ¼ HR. %			4.9	5.3			5.7	5.3								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,820 4.5				4,160 4.9						5,260 6.2		4,580 5.4	
	Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			3,140 3.7				3,310 3.9						4,330 5.1		3,990 4.7	
	SHARE OF AUDIENCE %			16				17						22		20	
	AVG. AUD. BY ¼ HR. %			3.6	3.7			3.8	4.0					5.0	5.3	4.6	4.8
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,840 5.7				4,750 5.6						3,310 3.9		3,910 4.6	
	Program	← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)								FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,820 4.5				4,080 4.8						2,720 3.2		3,310 3.9	
	SHARE OF AUDIENCE %			20				21						14		17	
	AVG. AUD. BY ¼ HR. %			4.5	4.6			4.9	4.8					3.1	3.3	3.8	4.0

WEEK 2

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,690 6.7				5,350 6.3									
	Program	← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)										(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			4,410 5.2				4,410 5.2									
	SHARE OF AUDIENCE %			22				22									
	AVG. AUD. BY ¼ HR. %			5.3	5.0			5.3	5.2								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			4,250 5.0				4,080 4.8						5,090 6.0		4,500 5.3	
	Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK >(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,310 3.9				3,310 3.9						4,250 5.0		3,910 4.6	
	SHARE OF AUDIENCE %			17				16						21		20	
	AVG. AUD. BY ¼ HR. %			4.0	3.8			3.8	3.9					4.9	5.2	4.5	4.6
NBC TV	TOTAL AUDIENCE (Households (000) & %)			5,010 5.9				4,750 5.6						3,820 4.5		4,330 5.1	
	Program	← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING)				← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)								FACTS OF LIFE M-F		SALE OF THE CENTURY >	
	AVERAGE AUDIENCE (Households (000) & %)			3,990 4.7				3,990 4.7						3,060 3.6		3,820 4.5	
	SHARE OF AUDIENCE %			20				20						15		19	
	AVG. AUD. BY ¼ HR. %			4.7	4.6			4.8	4.7					3.4	3.9	4.4	4.6

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	15.0	17.3	19.2	21.2	22.5	23.3	23.1	22.7	22.7	22.9	22.7	22.8	22.9	23.3	23.1	23.5
	WK. 2	15.7	18.0	20.0	21.4	22.6	23.4	23.4	23.1	22.9	23.3	23.4	23.5	23.6	23.7	23.4	23.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.–FRI. NOV.5–9, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.29-NOV.2, 1984

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	2,630		2,550		2,970		3,990		8,660				7,640			
	TOTAL AUDIENCE (%)	3.1		3.0		3.5		4.7		10.2				9.0			
	Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE → >(S)(SD)			
	AVERAGE AUDIENCE (Households (000))	2,120		2,210		2,550		3,400		6,620				5,770			
	AVERAGE AUDIENCE (%)	2.5		2.6		3.0		4.0		7.8	7.5*		8.2*	6.8	6.8*		6.9*
	SHARE OF AUDIENCE %	11		11		12		15		27	26 *		28 *	25	24 *		25 *
	AVG. AUD. BY ¼ HR. %	2.5	2.5	2.4	2.7	2.8	3.1	3.8	4.2	7.1	7.8	8.2	8.2	7.0	6.6	6.7	7.0
CBS TV	TOTAL AUDIENCE (Households (000))	6,790		8,320				9,340				7,900				6,110	
	TOTAL AUDIENCE (%)	8.0		9.8				11.0				9.3				7.2	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS → >(S)(SD)				CAPITOL	
	AVERAGE AUDIENCE (Households (000))	5,860		7,220				7,300				6,110				5,520	
	AVERAGE AUDIENCE (%)	6.9		8.5				8.6	8.5*		8.7*	7.2	7.1*		7.3*	6.5	
	SHARE OF AUDIENCE %	30		36				33	33 *		32 *	25	24 *		26 *	24	
	AVG. AUD. BY ¼ HR. %	6.6	7.2	8.2	8.8			8.4	8.5	8.7	8.7	7.0	7.2	7.7	6.9	6.5	6.6
NBC TV	TOTAL AUDIENCE (Households (000))	6,450		5,180		2,720		2,970		6,790				5,180			
	TOTAL AUDIENCE (%)	7.6		6.1		3.2		3.5		8.0				6.1			
	Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD → (SD)			
	AVERAGE AUDIENCE (Households (000))	5,690		4,500		2,290		2,460		5,350				4,080			
	AVERAGE AUDIENCE (%)	6.7		5.3		2.7		2.9		6.3	5.9*		6.7*	4.8	5.0*		4.7*
	SHARE OF AUDIENCE %	29		23		11		11		21	20 *		23 *	17	18 *		17 *
	AVG. AUD. BY ¼ HR. %	6.6	6.8	5.3	5.4	2.7	2.8	2.8	3.0	5.6	6.2	6.5	6.8	5.1	4.9	4.9	4.6

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000))	2,800		2,630		2,890		3,570		8,150				7,300			
	TOTAL AUDIENCE (%)	3.3		3.1		3.4		4.2		9.6				8.6			
	Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING (SUS-OP)>		← ALL MY CHILDREN → >				← ONE LIFE TO LIVE → (SD) >			
	AVERAGE AUDIENCE (Households (000))	2,290		2,210		2,380		3,060		6,200				5,520			
	AVERAGE AUDIENCE (%)	2.7		2.6		2.8		3.6		7.3	6.8*		7.7*	6.5	6.4*		6.6*
	SHARE OF AUDIENCE %	11		11		11		14		25	24 *		26 *	23	22 *		24 *
	AVG. AUD. BY ¼ HR. %	2.7	2.7	2.5	2.7	2.8	2.8	3.4	3.8	6.3	7.2	7.8	7.7	6.5	6.3	6.5	6.8
CBS TV	TOTAL AUDIENCE (Households (000))	6,450		8,240				8,740				7,560				5,350	
	TOTAL AUDIENCE (%)	7.6		9.7				10.3				8.9				6.3	
	Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS → >(SUS)(OP)				← AS THE WORLD TURNS →				CAPITOL	
	AVERAGE AUDIENCE (Households (000))	5,520		7,130				6,710				6,030				4,840	
	AVERAGE AUDIENCE (%)	6.5		8.4				7.9	7.8*		8.1*	7.1	6.9*		7.3*	5.7	
	SHARE OF AUDIENCE %	28		35				31	31 *		30 *	24	23 *		26 *	21	
	AVG. AUD. BY ¼ HR. %	6.2	6.8	8.1	8.7			7.7	6.4	7.9	8.2	6.9	6.9	7.3	7.2	5.7	5.8
NBC TV	TOTAL AUDIENCE (Households (000))	6,450		5,430		2,800		3,140		7,470				5,770			
	TOTAL AUDIENCE (%)	7.6		6.4		3.3		3.7		8.8				6.8			
	Program	WHEEL OF FORTUNE >		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW >		← DAYS OF OUR LIVES →				← ANOTHER WORLD → (SD)			
	AVERAGE AUDIENCE (Households (000))	5,600		4,580		2,380		2,630		5,940				4,500			
	AVERAGE AUDIENCE (%)	6.6		5.4		2.8		3.1		7.0	6.7*		7.3*	5.3	5.5*		5.1*
	SHARE OF AUDIENCE %	28		23		11		12		24	23 *		25 *	19	19 *		18 *
	AVG. AUD. BY ¼ HR. %	6.5	6.7	5.4	5.4	2.8	2.8	3.1	3.1	6.4	6.9	7.3	7.3	5.6	5.4	5.2	4.9

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	22.9	23.2	23.3	24.0	25.6	26.3	26.5	27.2	28.5	29.6	28.8	29.0	27.8	27.7	27.2	28.2
	WK. 2	23.4	23.6	24.0	24.9	25.5	26.1	26.1	27.1	28.5	29.2	29.4	29.5	28.4	28.5	27.9	28.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.5-9, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. OCT.29–NOV.2, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1 — ABC TV																
TOTAL AUDIENCE (Households (000))	9,420				2,210										11,970	
TOTAL AUDIENCE (%)	11.1				2.6										14.1	
Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000))	7,300				1,950										10,360	
AVERAGE AUDIENCE (%)	8.6	8.5*		8.7*	2.3										12.2	
SHARE OF AUDIENCE %	28	29 *		28 *	7										21	
AVG. AUD. BY ¼ HR. %	8.3	8.7	8.8	8.6	2.4	2.2									11.9	12.3
WEEK 1 — CBS TV																
TOTAL AUDIENCE (Households (000))	8,410				2,720										12,650	
TOTAL AUDIENCE (%)	9.9				3.2										14.9	
Program	← GUIDING LIGHT >(S)(SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000))	6,790				2,210										11,040	
AVERAGE AUDIENCE (%)	8.0	7.8*		8.3*	2.6										13.0	
SHARE OF AUDIENCE %	26	27 *		26 *	8										23	
AVG. AUD. BY ¼ HR. %	7.6	8.0	8.3	8.3	2.6	2.6									12.9	13.1
WEEK 1 — NBC TV																
TOTAL AUDIENCE (Households (000))	3,480														10,950	
TOTAL AUDIENCE (%)	4.1														12.9	
Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000))	2,290														9,510	
AVERAGE AUDIENCE (%)	2.7	2.7*		2.8*											11.2	
SHARE OF AUDIENCE %	9	9 *		9 *											20	
AVG. AUD. BY ¼ HR. %	2.7	2.6	2.6	3.0											10.9	11.3
WEEK 2 — ABC TV																
TOTAL AUDIENCE (Households (000))	9,250				2,290										11,380	
TOTAL AUDIENCE (%)	10.9				2.7										13.4	
Program	← GENERAL HOSPITAL →				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000))	7,050				2,040										9,760	
AVERAGE AUDIENCE (%)	8.3	8.1*		8.5*	2.4										11.5	
SHARE OF AUDIENCE %	27	28 *		27 *	7										20	
AVG. AUD. BY ¼ HR. %	7.9	8.3	8.5	8.5	2.5	2.2									11.4	11.6
WEEK 2 — CBS TV																
TOTAL AUDIENCE (Households (000))	7,640				2,800										12,400	
TOTAL AUDIENCE (%)	9.0				3.3										14.6	
Program	← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000))	6,200				2,380										10,870	
AVERAGE AUDIENCE (%)	7.3	7.1*		7.4*	2.8										12.8	
SHARE OF AUDIENCE %	24	24 *		24 *	9										22	
AVG. AUD. BY ¼ HR. %	6.9	7.3	7.5	7.4	2.7	2.9									12.8	12.8
WEEK 2 — NBC TV																
TOTAL AUDIENCE (Households (000))	3,570														10,440	
TOTAL AUDIENCE (%)	4.2														12.3	
Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000))	2,460														9,000	
AVERAGE AUDIENCE (%)	2.9	2.9*		3.0*											10.6	
SHARE OF AUDIENCE %	10	10 *		10 *											18	
AVG. AUD. BY ¼ HR. %	3.0	2.6	2.8	3.1											10.6	10.7
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	29.2	30.8	31.5	32.7	32.1	33.8	34.8	36.5	38.7	41.3	43.8	46.7	50.7	53.7	56.0	57.7
TV HOUSEHOLDS USING TV (See Def. 1) WK. 2	29.1	30.6	31.4	32.8	33.0	34.8	36.4	38.8	41.1	43.7	46.3	49.5	53.6	56.1	57.9	59.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.–FRI. NOV.5–9, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.3, 1984

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1																	
ABC TV	TOTAL AUDIENCE (Households (000))					4,080		5,520		5,600		5,520		5,350		5,770	
	TOTAL AUDIENCE (%)					4.8		6.5		6.6		6.5		6.3		6.8	
	Program					SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000))					3,230		4,580		4,920		4,580		4,250		4,920	
	AVERAGE AUDIENCE (%)					3.8		5.4		5.8		5.4		5.0		5.8	
	SHARE OF AUDIENCE %					20		23		22		19		17		20	
	AVG. AUD. BY ¼ HR. %					3.4	4.2	4.9	5.8	5.6	5.9	5.4	5.4	5.0	5.0	5.6	6.0
CBS TV	TOTAL AUDIENCE (Households (000))			1,780		3,060		4,920		6,620		5,770		4,840		6,370	
	TOTAL AUDIENCE (%)			2.1		3.6		5.8		7.8		6.8		5.7		7.5	
	Program			CAPTAIN KANGAROO-SAT		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		POLE POSITION		SATURDAY SUPERCADE	
	AVERAGE AUDIENCE (Households (000))			1,190		2,550		4,160		5,430		4,750		3,990		3,740	
	AVERAGE AUDIENCE (%)			1.4		3.0		4.9		6.4		5.6		4.7		4.4	4.3*
	SHARE OF AUDIENCE %			10		15		21		24		20		16		15	15 *
	AVG. AUD. BY ¼ HR. %			1.2	1.6	2.6	3.5	4.7	5.0	6.2	6.7	5.4	5.8	4.7	4.7	4.3	4.2
NBC TV	TOTAL AUDIENCE (Households (000))					4,920		4,750		6,110		8,830		10,270		8,910	
	TOTAL AUDIENCE (%)					5.8		5.6		7.2		10.4		12.1		10.5	
	Program					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000))					3,990		3,820		5,090		7,470		8,830		7,560	
	AVERAGE AUDIENCE (%)					4.7		4.5		6.0		8.8		10.4		8.9	
	SHARE OF AUDIENCE %					24		19		23		31		36		31	
	AVG. AUD. BY ¼ HR. %					4.7	4.6	4.3	4.7	5.5	6.5	8.4	9.1	10.4	10.3	9.2	8.7
WEEK 2																	
ABC TV	TOTAL AUDIENCE (Households (000))					2,720		4,580		5,260		5,090		4,750		5,520	
	TOTAL AUDIENCE (%)					3.2		5.4		6.2		6.0		5.6		6.5	
	Program					WOLF ROCK TV (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000))					1,950		3,570		4,330		4,160		4,080		4,410	
	AVERAGE AUDIENCE (%)					2.3		4.2		5.1		4.9		4.8		5.2	
	SHARE OF AUDIENCE %					13		19		19		17		16		17	
	AVG. AUD. BY ¼ HR. %					2.0	2.6	3.8	4.7	5.1	5.1	4.8	5.1	4.8	4.9	5.2	5.3
CBS TV	TOTAL AUDIENCE (Households (000))			1,270		3,820		4,670		5,690		6,110		5,520		7,300	
	TOTAL AUDIENCE (%)			1.5		4.5		5.5		6.7		7.2		6.5		8.6	
	Program			CAPTAIN KANGAROO-SAT		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		POLE POSITION		SATURDAY SUPERCADE	
	AVERAGE AUDIENCE (Households (000))			760		2,890		3,740		4,670		4,840		4,580		4,250	
	AVERAGE AUDIENCE (%)			.9		3.4		4.4		5.5		5.7		5.4		5.0	4.5*
	SHARE OF AUDIENCE %			7		19		19		21		20		18		17	15 *
	AVG. AUD. BY ¼ HR. %			.8	1.1	3.0	3.8	4.2	4.6	5.3	5.8	5.5	5.9	5.2	5.6	4.4	4.5
NBC TV	TOTAL AUDIENCE (Households (000))					4,840		5,010		6,710		8,660		9,510		8,570	
	TOTAL AUDIENCE (%)					5.7		5.9		7.9		10.2		11.2		10.1	
	Program					SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000))					3,910		4,160		5,770		7,470		8,320		7,470	
	AVERAGE AUDIENCE (%)					4.6		4.9		6.8		8.8		9.8		8.8	
	SHARE OF AUDIENCE %					25		22		26		31		34		30	
	AVG. AUD. BY ¼ HR. %					4.1	5.2	4.8	5.0	6.4	7.2	8.6	8.9	9.7	9.8	8.6	9.1
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	10.0	12.1	14.0	16.8	19.2	21.3	23.6	24.9	26.5	27.7	27.5	28.6	28.8	29.3	29.1	28.8
	WK. 2	9.2	11.1	13.1	15.4	18.4	21.0	22.5	24.3	25.9	27.2	27.8	28.6	29.1	29.7	29.9	30.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. NOV.10, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.3, 1984

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,860 6.9		5,860 6.9				4,330 5.1									
Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		FUNERAL OF INDIRA GANDHI (SUS)		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,750 5.6		5,180 6.1				2,460 2.9	2.7*		3.1*						
SHARE OF AUDIENCE %	19		21				9	9 *		10 *						
AVG. AUD. BY ¼ HR. %	5.6	5.6	5.9	6.3			2.8	2.7	3.3	2.9						
CBS TV TOTAL AUDIENCE (Households (000) & %)			3,740 4.4		11,380 13.4											
Program	SATURDAY SUPERCADE		PRYOR'S PLACE (SD)		← CBS COLLEGE FOOTBALL → WISCONSIN VS IOWA USC VS STANFORD MULTI-SEGMENT TELECAST(SD)											
AVERAGE AUDIENCE (Households (000) & %)		4.5*	2,970 3.5		4,330 5.1	3.6*		4.4*		4.6*		5.0*		5.3*		5.8*
SHARE OF AUDIENCE %		16 *	12		16	12 *		15 *		15 *		17 *		17 *		18 *
AVG. AUD. BY ¼ HR. %	4.8	4.2	3.5	3.5	3.0	3.8	4.4	4.3	4.6	4.7	4.9	5.0	5.2	5.5	5.5	6.1
NBC TV TOTAL AUDIENCE (Households (000) & %)	6,540 7.7		5,690 6.7		5,520 6.5		3,820 4.5									
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		GOING BANANAS		NBC NEWS: GANDHI FUNERAL (SUS)							
AVERAGE AUDIENCE (Households (000) & %)	5,690 6.7		4,840 5.7		4,330 5.1		3,140 3.7									
SHARE OF AUDIENCE %	23		20		17		12									
AVG. AUD. BY ¼ HR. %	6.8	6.6	5.6	5.8	5.1	5.1	3.7	3.7								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	5,600 6.6		6,110 7.2		5,350 6.3		4,500 5.3									
Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS SECRET WRLD-OG P3		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,750 5.6		5,350 6.3		4,160 4.9		2,550 3.0	2.8*		3.2*						
SHARE OF AUDIENCE %	18		21		16		9	9 *		9 *						
AVG. AUD. BY ¼ HR. %	5.4	5.9	6.3	6.3	5.0	4.8	2.8	2.7	3.2	3.1						
CBS TV TOTAL AUDIENCE (Households (000) & %)			5,010 5.9		4,080 4.8		5,940 7.0		6,280 7.4		3,480 4.1					
Program	SATURDAY SUPERCADE		PRYOR'S PLACE (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		CHARLIE BROWN&SNOOPY SHOW (SD)					
AVERAGE AUDIENCE (Households (000) & %)		5.5*	3,820 4.5		3,140 3.7		4,840 5.7		5,090 6.0		2,890 3.4					
SHARE OF AUDIENCE %		18 *	15		12		17		17		10					
AVG. AUD. BY ¼ HR. %	5.5	5.5	4.6	4.5	3.6	3.9	5.3	6.0	5.9	6.0	3.5	3.4				
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,220 8.5		6,280 7.4		4,080 4.8		2,380 2.8		4,410 5.2				14,350 16.9			
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		GOING BANANAS		← PBA FALL TOUR →				← BREEDER'S CUP SERIES (2:00-6:00PM) →			
AVERAGE AUDIENCE (Households (000) & %)	6,030 7.1		5,180 6.1		3,310 3.9		1,950 2.3		2,890 3.4	3.3*		3.6*	4,330 5.1	4.0*		4.2*
SHARE OF AUDIENCE %	23		20		13		8		9	9 *		10 *	13	12 *		12 *
AVG. AUD. BY ¼ HR. %	7.2	6.9	6.2	6.1	3.8	3.9	2.3	2.3	3.2	3.4	3.7	3.5	4.0	4.1	4.0	4.5

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	29.0	29.6	28.8	28.9	29.2	30.7	31.2	31.4	31.7	31.7	31.2	31.6	31.7	32.9	33.0	34.0
WK. 2	30.4	31.0	30.5	30.8	31.3	32.4	32.4	34.2	35.5	35.4	35.3	35.3	35.9	35.5	35.2	35.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. NOV.10, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.3, 1984

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			21,560 25.4													
Program	CFA COLLEGE FOOTBALL GAME BOSTON COLLEGE VS PENN STATE AUBURN VS FLORIDA MULTI-SEGMENT TELECAST(OP)															
AVERAGE AUDIENCE (Households (000) & %)			8,570 10.1	7.5*		9.2*		9.8*		10.1*		10.7*		10.8*		10.8*
SHARE OF AUDIENCE %			24	22 *		26 *		26 *		26 *		26 *		23 *		22 *
AVG. AUD. BY ¼ HR. %			7.0	7.5	8.9	9.5	9.9	9.6	10.1	10.2	10.4	10.9	11.0	10.5	10.7	8.1
CBS TV TOTAL AUDIENCE (Households (000) & %)			9,760 11.5												8,150 9.6	
Program		(1) (SD)	CBS SPORTS SATURDAY (3:30-5:55PM) (S)(SD)												CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000) & %)		6.7*	3,480 4.1	4.2*		3.7*		4.1*		4.4*		4.3*			6,880 8.1	
SHARE OF AUDIENCE %		19 *	11	12 *		10 *		11 *		11 *		10 *			15	
AVG. AUD. BY ¼ HR. %	6.4	5.9	4.2	4.2	3.6	3.9	4.2	4.1	4.4	4.4	4.2	4.5			7.8	8.4
NBC TV TOTAL AUDIENCE (Households (000) & %)	6,280 7.4						6,960 8.2								8,830 10.4	
Program	PBA FALL TOUR (3:00-4:32PM) (-OP)						SPORTSWORLD-SAT. (4:32-6:00PM)(OP)								NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)	3,230 3.8	3.5*		3.7*		4.1*	2,550 3.0	2.9*		2.5*		3.5*			7,390 8.7	
SHARE OF AUDIENCE %	11	10 *		11 *		11 *	8	8 *		7 *		9 *			16	
AVG. AUD. BY ¼ HR. %	3.4	3.6	3.6	3.8	4.1	4.1	2.9	3.0	2.4	2.6	3.4	3.5			8.6	8.8

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	1,780 2.1		18,080 21.3													
Program	SPORTSBEAT		CFA COLLEGE FOOTBALL GAME FLORIDA STATE VS SOUTH CAROLINA (3:43-7:24PM)(OP)													
AVERAGE AUDIENCE (Households (000) & %)	1,440 1.7		5,260 6.2	4.3*		5.6*		6.2*		7.0*		6.5*		5.3*		5.8*
SHARE OF AUDIENCE %	4		14	11 *		14 *		15 *		16 *		14 *		11 *		11 *
AVG. AUD. BY ¼ HR. %	1.9	1.5	4.1	4.3	5.4	5.7	6.0	6.4	7.2	6.9	6.8	6.2	5.8	4.8	5.3	6.2
CBS TV TOTAL AUDIENCE (Households (000) & %)			18,680 22.0													
Program			CBS COLLEGE FOOTBALL WASHINGTON VS USC (3:41-6:56PM) (OP)(SD)													
AVERAGE AUDIENCE (Households (000) & %)			6,960 8.2	6.7*		7.7*		8.1*		8.2*		8.3*		9.4*		8.7*
SHARE OF AUDIENCE %			19	18 *		19 *		19 *		19 *		18 *		19 *		17 *
AVG. AUD. BY ¼ HR. %			6.1	6.8	7.8	7.7	7.8	8.3	8.5	7.9	7.9	8.8	9.5	9.3	8.8	8.5
NBC TV TOTAL AUDIENCE (Households (000) & %)															11,550 13.6	
Program	BREEDER'S CUP SERIES (2:00-6:00PM)														NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000) & %)		4.4*		5.1*		5.4*		5.2*		5.4*		7.1*			9,510 11.2	
SHARE OF AUDIENCE %		12 *		14 *		14 *		12 *		13 *		16 *			21	
AVG. AUD. BY ¼ HR. %	4.2	4.6	4.8	5.5	5.4	5.5	5.3	5.0	5.3	5.5	6.5	7.7			10.9	11.6

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	35.0	34.7	34.2	35.0	35.9	37.5	38.1	38.5	39.8	40.8	43.0	45.4	48.7	50.9	52.2	53.8
WK. 2	36.2	37.4	38.2	39.1	39.7	40.8	42.1	43.3	44.1	44.7	46.3	48.9	51.8	52.9	53.7	55.7

U.S. TV Households: 84,900,000

(1)CBS COLLEGE FOOTBALL,WISCONSIN VS IOWA & USC VS STANFORD,CBS,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. NOV.10, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.4, 1984

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										6,710 7.9						2,720 3.2	
Program										← SUNDAY MORNING					→	FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										3,820 4.5	4.0*		4.8*		4.6*	2,120 2.5	
SHARE OF AUDIENCE	%									18	18 *		19 *		17 *	8	
AVG. AUD. BY ¼ HR.	%									3.4	4.5	4.8	4.8	4.7	4.5	2.5	2.5
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										7,390 8.7						4,080 4.8	
Program				CAPTAIN KANGAROO-SUN (SUS)				FOR OUR TIMES (SUS)		← SUNDAY MORNING					→	FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										4,250 5.0	4.1*		5.4*		5.5*	2,970 3.5	
SHARE OF AUDIENCE	%									20	18 *		20 *		20 *	10	
AVG. AUD. BY ¼ HR.	%									3.5	4.7	5.3	5.5	5.8	5.2	3.5	3.4
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	7.9	9.5	10.5	11.9	14.4	16.5	18.3	20.8	22.6	24.5	25.7	26.7	27.3	28.9	29.1	29.2
WK. 2	6.6	7.5	9.1	11.2	13.8	15.8	18.3	20.2	21.9	25.0	26.8	28.2	29.7	30.2	30.6	31.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. NOV.11, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.4, 1984

	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,350 6.3													
			← THIS WEEK-DAVID BRINKLEY →													
AVERAGE AUDIENCE (Households (000) & %)			3,400 4.0	3.8*		4.3*										
SHARE OF AUDIENCE %			12	11 *		13 *										
AVG. AUD. BY ¼ HR. %			3.6	4.0	4.5	4.1										
CBS TV TOTAL AUDIENCE (Households (000) & %)							6,880 8.1	27,080 31.9								
							CBS NFL TODAY (12:30-12:56PM) (-OP) [handwritten: 1:00]		← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST(OP) →							
AVERAGE AUDIENCE (Households (000) & %)							5,520 [handwritten: 5,600] 6.5 [handwritten: 6.6]	13,240 15.6		12.1*		14.9*		15.6*		16.0*
SHARE OF AUDIENCE %							19	37		33 *		37 *		38 *		38 *
AVG. AUD. BY ¼ HR. %							6.1	8.5	11.0	13.3	14.3	15.4	15.8	15.5	15.4	16.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					3,480 4.1		5,940 7.0		18,080 21.3							
					MEET THE PRESS		NFL '84-NBC		← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST →							
AVERAGE AUDIENCE (Households (000) & %)					2,890 3.4		4,580 5.4		8,320 9.8	7.9*		9.3*		10.3*		9.7*
SHARE OF AUDIENCE %					11		16		23	21 *		23 *		25 *		23 *
AVG. AUD. BY ¼ HR. %					3.4	3.4	4.7	6.0	7.1	8.8	9.5	9.1	10.0	10.6	10.1	9.3
WEEK 2																
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,600 6.6													
			← THIS WEEK-DAVID BRINKLEY →													
AVERAGE AUDIENCE (Households (000) & %)			3,570 4.2	4.0*		4.4*										
SHARE OF AUDIENCE %			12	11 *		12 *										
AVG. AUD. BY ¼ HR. %			3.7	4.3	4.4	4.3										
CBS TV TOTAL AUDIENCE (Households (000) & %)							8,150 9.6	28,700 33.8								
							CBS NFL TODAY (12:30-12:58PM) (-OP) [handwritten: 1:00]		← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST(OP) →							
AVERAGE AUDIENCE (Households (000) & %)							6,280 [handwritten: 6,540] 7.4 [handwritten: 7.7]	14,940 [handwritten: 15,030] 17.6 [handwritten: 17.7]		14.9*		17.6*		17.9*		17.5*
SHARE OF AUDIENCE %							20	40		36 *		41 *		41 *		40 *
AVG. AUD. BY ¼ HR. %							6.8	11.2	13.6	16.1	17.5	17.7	18.1	17.6	16.8	18.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					4,080 4.8		7,050 8.3		22,330 26.3							
					MEET THE PRESS		NFL '84-NBC		← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP) →							
AVERAGE AUDIENCE (Households (000) & %)					3,140 3.7		5,520 6.5		10,360 12.2	10.0*		12.2*		12.5*		12.1*
SHARE OF AUDIENCE %					11		16		28	24 *		28 *		29 *		28 *
AVG. AUD. BY ¼ HR. %					3.8	3.6	6.2	6.9	9.5	10.4	11.7	12.7	12.6	12.4	12.0	12.2
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	30.7	32.2	33.3	33.6	34.0	34.8	34.8	36.0	38.1	40.3	41.1	41.8	42.0	42.1	42.3	42.8
WK. 2	32.0	33.5	34.3	35.6	36.6	37.3	38.4	40.4	41.4	42.2	43.6	43.8	43.7	43.3	43.1	44.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. NOV.11, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.4, 1984

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															9,080 10.7	
ABC program															ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)															7,730 9.1	
SHARE OF AUDIENCE %															15	
AVG. AUD. BY ¼ HR. %															8.9	9.2
CBS TV TOTAL AUDIENCE (Households (000) & %)													6,790 8.0			
CBS program	CBS NFL FOOTBALL GAME 1 → VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (SD)												CBS EVENING NEWS-DEAN			
AVERAGE AUDIENCE (Households (000) & %)		16.9*		17.0*		17.0*							5,260 6.2			
SHARE OF AUDIENCE %		38 *		37 *		38 *							11			
AVG. AUD. BY ¼ HR. %	16.7	17.2	17.2	16.8	17.4	15.8	<<						5.6	6.8		
NBC TV TOTAL AUDIENCE (Households (000) & %)					28,870 34.0											
NBC program	NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (→OP)					← NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)										
AVERAGE AUDIENCE (Households (000) & %)		10.7*		10.9*	15,280 18.0	11.3*		15.5*		17.8*		18.5*		19.9*		21.1*
SHARE OF AUDIENCE %		24 *		24 *	35	25 *		35 *		38 *		38 *		37 *		36 *
AVG. AUD. BY ¼ HR. %	10.8	10.7	10.7	11.1	10.2	11.5	14.8	16.3	17.4	18.1	18.5	18.5	19.8	20.0	20.7	21.4

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															8,150 9.6	
ABC program															ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)															7,220 8.5	
SHARE OF AUDIENCE %															14	
AVG. AUD. BY ¼ HR. %															8.4	8.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					27,000 31.8											
CBS program	CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (→OP)						← CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)(→OP)									
AVERAGE AUDIENCE (Households (000) & %)		18.8*		19.0*	12,990 15.3	9.5*		14.3*		15.3*		15.3*		15.1*		16.6*
SHARE OF AUDIENCE %		42 *		41 *	28	21 *		30 *		31 *		29 *		26 *		28 *
AVG. AUD. BY ¼ HR. %	18.4	19.1	18.6	17.9	7.5	10.1	13.9	14.7	15.3	15.3	15.4	15.1	15.1	15.1	16.4	16.8
NBC TV TOTAL AUDIENCE (Households (000) & %)															7,390 8.7	
NBC program	NFL FOOTBALL GAME 1-NBC → VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)								← NBC RELIGIOUS SERIES → (SUS)						NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)		12.9*		13.0*	9.6*										6,110 7.2	
SHARE OF AUDIENCE %		29 *		28 *	21 *										12	
AVG. AUD. BY ¼ HR. %	12.5	13.2	12.8	13.1	9.7	4.9									7.1	7.3

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	44.2	45.0	45.8	46.0	45.6	44.7	44.4	45.2	47.8	49.2	50.6	52.1	55.7	58.2	60.1	61.3
WK. 2	45.2	45.1	46.7	47.8	47.9	48.0	48.2	49.5	50.5	51.9	54.0	56.0	58.6	60.1	61.2	62.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. NOV.11, 1984

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY																	
ABC DEMOCRATIC NAT'L COMM.(S)	2	8.24- 8.30PM	8.15								6,110	7.2	5,090	6.0	9	6.0	
ABC ABC NEWSBRIEF-MON	1	8.58- 8.59PM	8.45	12,480	14.7	12,480	14.7	22	14.7								
ABC DEMO. NAT'L COMM.(S)	2	8.53- 8.58PM	8.45								5,520	6.5	4,330	5.1	8	5.1	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.00MD	→GRID	27,000	31.8	13,160	15.5	26									
	2	9.00-12.06AM	→GRID								29,460	34.7	14,090	16.6	28		
			11.00						13.6							17.4	
			11.15				12.7*	24*	11.8					16.8*	30*	16.2	
			11.30						12.0							15.1	
			11.45				11.4*	27*	10.7					14.2*	32*	13.4	
			12.00											10.5*	29*	10.5	
ABC ABC NEWSBRIEF-MON	2	~~10.03-10.04PM~~	~~10.00~~								~~15,960~~	~~18.8~~	~~15,960~~	~~18.8~~	~~31~~	~~18.8~~	
ABC ABC BUSINESS BRIEF-MON	1	10.37-10.38PM	10.30	12,990	15.3	12,990	15.3	24	15.3								
CBS MONDALE FOR PRESIDENT MON(S)	2	10.54-11.00PM	10.45								18,420	21.7	15,620	18.4	33	18.4	
NBC MONDALE POLITICAL-MON 1(S)	2	9.55-10.00PM	9.45								9,760	11.5	8,490	10.0	16	10.0	
NBC MONDALE POLITICAL-MON 2(S)	2	10.25-10.30PM	10.15								5,260	6.2	4,840	5.7	9	5.7	
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	6,880	8.1	6,880	8.1	13	8.1								
	2	9.51- 9.53PM	9.45								10,780	12.7	10,530	12.4	18	12.4	
ABC MONDALE-FERRARO COMMITTEE(S)	1	10.56-11.00PM	10.45	7,390	8.7	6,030	7.1	13	7.1								
NBC DECISION '84-ELECT-11.00P(S)	2	11.00-11.23PM	→GRID								3,060	3.6	2,550	3.0	5		
			11.00													3.0	
			11.15													2.9	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	16,980	20.0	16,980	20.0	31	20.0		17,740	20.9	17,740	20.9	32	20.9	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	20,380	24.0	20,380	24.0	38	24.0		21,480	25.3	21,480	25.3	39	25.3	
ABC MONDALE FERRARO COMMITTEE(S)	1	10.56-11.00PM	10.45	15,280	18.0	13,670	16.1	29	16.1								
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS REAGAN FOR PRESIDENT-WED(S)	1	10.54-11.00PM	10.45	11,040	13.0	8,660	10.2	19	10.2								
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	10,780	12.7	10,780	12.7	19	12.7		12,570	14.8	12,570	14.8	22	14.8	
NBC NBC NEWS DIGEST-2-M-F	2	9.58- 9.59PM	9.45								13,330	15.7	13,330	15.7	24	15.7	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.44- 8.46PM	8.30	14,520	17.1	14,350	16.9	27	16.8								
	2	8.45- 8.46PM	8.45						17.1		13,580	16.0	13,580	16.0	26	16.0	
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	8,910	10.5	8,910	10.5	17	10.5								
	2	9.57- 9.59PM	9.45								8,740	10.3	8,320	9.8	16	9.8	
ABC REAGAN-BUSH'84 COMM.(S)	1	10.56-11.00PM	10.45	9,420	11.1	8,240	9.7	17	9.7								
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
CBS REAGAN FOR PRESIDENT-FRI(S)	1	8.54- 9.00PM	8.45	17,320	20.4	13,070	15.4	25	15.4								
CBS MONDALE FOR PRESIDENT-FRI(S)	1	10.54-11.00PM	10.45	16,900	19.9	15,030	17.7	31	17.7								

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING FRIDAY-CONT'D																	
NBC REAGAN PAID POLITICAL-FRI(S)	1	9.56-10.00PM	9.45	9,420	11.1	8,320	9.8	16	9.8								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	13,160	15.5	12,140	14.3	24	14.3								
	2	8.58- 8.59PM	8.45								10,870	12.8	10,870	12.8	22	12.8	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,670	16.1	13,670	16.1	28	16.1		11,890	14.0	11,890	14.0	24	14.0	
ABC REPUBLICAN NAT'L COMM.(S)	1	10.56-11.00PM	10.45	11,630	13.7	10,360	12.2	24	12.2								
CBS REAGAN FOR PRESIDENT-SAT(S)	1	8.53- 9.00PM	8.45	12,230	14.4	8,740	10.3	18	10.3								
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	9,170	10.8	9,170	10.8	18	10.8		9,680	11.4	9,680	11.4	19	11.4	
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	10,190	12.0	10,190	12.0	21	12.0		10,100	11.9	10,100	11.9	21	11.9	
CBS MONDALE FOR PRESIDENT-1(S)	1	10.54-11.00PM	10.45	12,900	15.2	11,120	13.1	26	13.1								
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	9,510	11.2	9,510	11.2	19	11.2		11,380	13.4	11,380	13.4	23	13.4	
NBC NBC NEWS DIGEST-2-SAT.	2	9.53- 9.54PM	9.45								10,270	12.1	10,270	12.1	21	12.1	
NBC REAGAN PD POLITICAL-SAT(S)	1	10.55-11.00PM	10.45	8,320	9.8	7,220	8.5	17	8.5								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.36- 8.37PM	8.30	14,180	16.7	14,180	16.7	24	16.7								
	2	8.52- 8.53PM	8.45								14,600	17.2	14,600	17.2	24	17.2	
ABC ABC NEWSBRIEF-SUN.	2	9.58- 9.59PM	9.45								14,350	16.9	14,350	16.9	25	16.9	
	1	10.02-10.03PM	10.00	16,220	19.1	16,220	19.1	30	19.1								
CBS CBS NFL FOOTBALL GAME 2	2	4.10- 7.31PM	→GRID								27,000	31.8	12,990	15.3	28		
			7.00													18.8	
			7.15											18.7*	30*	13.1	
			7.30											13.3*	21*	13.3	
CBS 60 MINUTES	2	7.02- 8.02PM	→GRID								28,530	33.6	21,310	25.1	37		
			8.00													24.0	
CBS ELLIS ISLAND PART 1(S)	2	8.02-11.02PM	→GRID								31,410	37.0	19,870	23.4	36		
			11.00													18.8	
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	14,180	16.7	14,180	16.7	24	16.7								
	2	9.40- 9.41PM	9.30								19,440	22.9	19,440	22.9	33	22.9	
CBS NEWSBREAK-SUN.	1	9.58- 9.59PM	9.45	9,850	11.6	9,850	11.6	18	11.6								
	2	9.59-10.01PM	9.45								20,120	23.7	19,780	23.3	36	23.4	
			10.00													23.2	
CBS MONDALE FOR PRESIDENT-SU(S)	1	10.55-11.00PM	10.45	11,970	14.1	10,700	12.6	23	12.6								
NBC NFL FOOTBALL POST 2-NBC	1	7.24- 7.30PM	7.15	12,990	15.3	11,630	13.7	23	13.7								
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	12,650	14.9	12,650	14.9	21	14.9		11,290	13.3	11,290	13.3	19	13.3	
NBC NBC NEWS DIGEST-2-SUN.	1	9.49- 9.50PM	9.45	13,410	15.8	13,410	15.8	24	15.8								
NBC MONDALE PD POLITICAL-SUN.(S)	1	10.55-11.00PM	10.45	10,270	12.1	8,910	10.5	19	10.5								
EVENING MONDAY-FRIDAY																	
ABC ABC SPECIAL REPORT-'84 VT(S)	2	11.21-12.01AM	11.15								12,060	14.2	6,540	7.7	15	10.0	TUE.
			11.30													6.4	TUE.
			11.45											7.1*	15*	7.8	TUE.
			12.00													4.7	TUE.
ABC ABC NEWS:NIGHTLINE CONT'D	1	»	11.30	6,280	7.4	5,010	5.9	17	6.5	TU-F							

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE-CONT'D	2	11.30-12.00MD	11.30								6,370	7.5	5,180	6.1	17	6.8	W-F
			11.45						5.4	TU-F						5.4	W-F
			12.00						3.4	TUE.							
ABC '84 VOTE-12:01AM(S)	2	12.01-12.23AM	12.00								9,250	10.9	7,900	9.3	23	9.7	TUE.
			12.15													8.6	TUE.
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.47AM	12.00	4,840	5.7	3,480	4.1	17	4.9	THU.							
			12.15				4.5*	18*	4.1	THU.							
			12.30						3.5	THU.							
			12.45				3.4*	16*	2.9	THU.							
ABC ABC ROCKS		12.00-12.32AM	12.00	2,460	2.9	1,780	2.1	7	2.4	FRI.	2,460	2.9	1,870	2.2	7	2.4	FRI.
			12.15						1.8	FRI.						2.1	FRI.
			12.30						1.5	FRI.						2.1	FRI.
ABC EYE ON HOLLYWOOD		>	12.00	1,870	2.2	1,530	1.8	7	1.9	TU & W	1,610	1.9	1,440	1.7	7	1.7	W&TH
			12.15						1.7	TU & W						1.5	W&TH
			12.30						1.4	TU & W						1.5	W&TH
ABC '84 VOTE-12:30AM(S)	2	12.30- 1.14AM	12.30								8,910	10.5	5,260	6.2	20	8.4	TUE.
			12.45											7.0*	22*	5.6	TUE.
			1.00											4.5*	17*	4.5	TUE.
ABC ABC NEWS:NIGHTLINE-MON	1	12.30- 1.00AM	12.30	4,160	4.9	3,400	4.0	19	4.4	MON.							
	2	12.35- 1.05AM	12.30								3,570	4.2	3,060	3.6	17	3.9	MON.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELECAST DAYS
			12.45						3.5	MON.						3.6	MON.
			1.00													2.9	MON.
ABC ABC SPECIAL REPORT-2:30AM(S)	1	2.30- 3.00AM	2.30	510	.6	420	.5	5	.5	TUE.							
			2.45						.6	TUE.							
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	13,750	16.2	13,750	16.2	24	16.2	TU&TH	14,770	17.4	14,770	17.4	26	17.4	M & TH
CBS NEWSBREAK-M-F		>	9.45	13,330	15.7	13,330	15.7	24	15.7	M-F	14,180	16.7	14,180	16.7	26	16.7	MWTHF
CBS CAMPAIGN '84	1	11.30-12.00MD	11.30	4,330	5.1	3,400	4.0	12	4.6	TUE.							
			11.45						3.5	TUE.							
CBS CAMPAIGN '84:ELECT-11.30P(S)	2	11.30-11.53PM	11.30								5,940	7.0	4,500	5.3	11	5.2	TUE.
			11.45													5.5	TUE.
CBS LATE MOVIE I		>	11.30	5,940	7.0	3,820	4.5	16	5.4	M-F	6,280	7.4	4,080	4.8	15	5.4	MWTHF
			11.45				5.2*	15*	5.0	MWTHF				5.2*	14*	5.0	MWTHF
			12.00						4.3	M-F						4.7	MWTHF
			12.15				4.2*	16*	4.1	M-F				4.6*	16*	4.4	MWTHF
			12.30						4.1	M-F				4.8*	20*	4.4	MWTHF
			12.45				3.9*	19*	3.7	M-F							
			1.00				3.5*	23*	3.5	TUE.							
		VARIOUS TIMES	(SUS)														
CBS CAMPAIGN '84:ELECT-12.00A(S)	2	12.00-12.23AM	12.00								4,670	5.5	3,650	4.3	11	4.2	TUE.
			12.15													4.5	TUE.
CBS CAMPAIGN '84:ELECT-12.30A(S)	2	12.30-12.53AM	12.30								5,600	6.6	4,750	5.6	17	5.9	TUE.
			12.45													5.0	TUE.
CBS LATE MOVIE II			12.30	3,400	4.0	2,720	3.2	19	3.6	M-F	3,480	4.1	2,800	3.3	17	3.6	MWTHF
			12.45				3.4*	17*	3.4	MWTHF				3.3*	15*	3.3	MWTHF
			1.00						3.2	M-F						3.2	MWTHF
			1.15				3.2*	20*	3.1	M-F				3.2*	18*	3.2	MWTHF

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS LATE MOVIE II-CONT'D			1.30						2.5	TUE.							
			1.45				2.4*	21*	2.3	TUE.							
		VARIOUS TIMES	(SUS)														
CBS CAMPAIGN '84:ELECT-1.00A(S)	2	1.00- 1.23AM	1.00								4,080	4.8	3,310	3.9	16	4.0	TUE.
			1.15													3.8	TUE.
CBS CAMPAIGN '84:ELECT-1.30A(S)	2	1.30- 1.53AM	1.30								3,400	4.0	2,970	3.5	18	3.5	TUE.
			1.45													3.4	TUE.
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,360	1.6	1,190	1.4	15	1.5	MWTHSU	1,270	1.5	1,020	1.2	13	1.3	M-THSU
			2.15						1.4	MWTHSU						1.2	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	→GRID	2,380	2.8	1,100	1.3	23		M-THSU	2,460	2.9	930	1.1	19		M-THSU
			2.30						1.7	M-THSU						1.5	M-THSU
			2.45				1.6*	21*	1.5	M-THSU				1.4*	18*	1.3	M-THSU
			3.00						1.4	M-THSU						1.2	M-THSU
			3.15				1.3*	20*	1.3	M-THSU				1.2*	18*	1.2	M-THSU
			3.30						1.2	M-THSU						1.1	M-THSU
			3.45				1.2*	21*	1.2	M-THSU				1.1*	20*	1.1	M-THSU
			4.00						1.2	M-THSU						1.1	M-THSU
			4.15				1.1*	22*	1.1	M-THSU				1.1*	22*	1.1	M-THSU
			4.30						1.0	M-THSU						1.0	M-THSU
			4.45				1.0*	22*	1.1	M-THSU				1.0*	21*	.9	M-THSU
			5.30						1.3	M-THSU						1.2	M-THSU
			5.45				1.3*	26*	1.3	M-THSU				1.2*	23*	1.2	M-THSU
NBC NBC NEWS DIGEST-M-F	1	8.58- 8.59PM	8.45	11,970	14.1	11,970	14.1	21	14.1	M-F							
	2	>	8.45								11,970	14.1	12,570	14.8	22	12.4	MWTHF
			9.00													18.4	MON.
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	9,340	11.0	9,340	11.0	17	11.0	TU & F							
NBC DECISION '84-ELECT-11.30P(S)	2	11.30-11.53PM	11.30								8,660	10.2	7,220	8.5	17	8.6	TUE.
			11.45													8.2	TUE.
NBC DECISION '84-REVIEW(S)	2	11.30-12.00MD	11.30								6,110	7.2	4,580	5.4	14	6.0	MON.
			11.45													4.9	MON.
NBC MONDALE PAID POLITICAL-TH(S)	1	11.30-11.35PM	11.30	8,410	9.9	7,130	8.4	24	8.4	THU.							
NBC TONIGHT SHOW		>	11.30	9,000	10.6	5,430	6.4	21	7.6	M-F	8,740	10.3	5,430	6.4	21	8.6	MWTHF
			11.45				7.1*	20*	6.6	M-F				8.1*	23*	7.6	W-F
			12.00						6.3	M-F						6.4	MWTHF
			12.15				5.8*	22*	5.3	M-F				5.9*	21*	5.5	MWTHF
			12.30						4.4	THU.						3.5	MON.
			12.45											3.2*	16*	2.9	MON.
NBC DECISION '84-ELECT-12.00M(S)	2	12.00-12.23AM	12.00								6,960	8.2	5,770	6.8	17	7.1	TUE.
			12.15													6.3	TUE.
NBC DAVID LETTERMAN I		>	12.30	3,400	4.0	2,890	3.4	18	3.6	M-TH	3,140	3.7	2,720	3.2	17	4.1	MWTH
			12.45						3.1	M-TH						3.5	W&TH
			1.00						2.6	THU.						2.2	MON.
			1.15													2.1	MON.
NBC DECISION '84-ELECT-12.30A(S)	2	12.30-12.53AM	12.30								5,860	6.9	5,090	6.0	18	6.2	TUE.
			12.45													5.5	TUE.
NBC FRIDAY NIGHT VIDEOS CONT'D		12.30- 2.00AM	12.30	5,520	6.5	3,060	3.6	17	4.8	FRI.	5,430	6.4	2,800	3.3	14	4.7	FRI.

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC FRIDAY NIGHT VIDEOS-CONT'D			12.45				4.5*	18*	4.3	FRI.				4.4*	16*	4.1	FRI.
			1.00						3.9	FRI.						3.3	FRI.
			1.15				3.6*	18*	3.3	FRI.				3.1*	13*	2.9	FRI.
			1.30						3.0	FRI.						2.5	FRI.
			1.45				2.7*	17*	2.5	FRI.				2.4*	13*	2.3	FRI.
NBC DAVID LETTERMAN II		>	1.00	2,380	2.8	2,120	2.5	17	2.6	M-TH	2,380	2.8	1,870	2.2	15	2.7	MWTH
			1.15						2.4	M-TH						2.2	W&TH
			1.30						2.4	THU.						2.0	MON.
			1.45													1.6	MON.
NBC DECISION '84-ELECT-1.00A(S)	2	1.00- 1.23AM	1.00								~~3,740~~ 3,310	~~4.4~~ 3.9	~~2,970~~ 2,630	~~3.5~~ 3.1	~~14~~ 12	~~3.8~~ 3.3	TUE.
			1.15													~~3.0~~ 2.8	TUE.
NBC DECISION '84-ELECT-1.30A(S)	2	1.30- 1.53AM	1.30								~~3,060~~ 2,630	~~3.6~~ 3.1	~~2,460~~ 2,120	~~2.9~~ 2.5	~~15~~ 13	~~3.0~~ 2.6	TUE.
			1.45													~~2.7~~ 2.4	TUE.
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,530	1.8	1,530	1.8	18	1.8	M-F	1,610	1.9	1,530	1.8	17	1.8	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,630	3.1	2,460	2.9	19	2.9	M-F	2,970	3.5	2,720	3.2	20	3.2	M-F
ABC REAGAN BUSH '84 COMM.(S)	1	8.56- 9.00AM	8.45	4,250	5.0	4,080	4.8	21	4.8	FRI.							
ABC ABC SPECIAL REPORT-10:43A(SUS)	2	10.43-11.03AM	10.30														WED.
ABC ABC SPECIAL REPORT-12:43P(SUS)	2	12.43- 1.04PM	12.30														WED.
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	6,280	7.4	6,280	7.4	27	7.4	M-F	6,110	7.2	5,940	7.0	25	7.1	M-F
ABC REAGAN BUSH'84 COMM.(S)	1	2.54- 3.00PM	2.45	7,050	8.3	6,200	7.3	27	7.3	WED.							
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	2,040	2.4	1,700	2.0	19	1.8	M-F	2,380	2.8	1,780	2.1	19	2.0	M-F
			6.45						2.1	M-F						2.2	M-F
CBS MONDALE NEWS CONF.-CBS(SUS)	2	10.46-11.00AM	10.45														WED.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,450	7.6	6,200	7.3	31	7.3	M-F	6,540	7.7	6,370	7.5	31	7.5	M-F
CBS REAGAN NEWS.-CBS(SUS)	2	12.45- 1.03PM	12.45														WED.
CBS YOUNG AND RESTLESS-1(B)	2	12.45- 1.03PM	12.45								2,970	3.5	2,970	3.5	13	3.5	WED.
			1.00													3.7	WED.
CBS MONDALE FOR PRESIDENT-THU(S)	1	1.24- 1.30PM	1.15	7,980	9.4	7,050	8.3	28	8.3	THU.							
CBS REAGAN FOR PRESIDENT 1:24(S)	1	1.24- 1.30PM	1.15	7,390	8.7	6,370	7.5	29	7.5	WED.							
CBS YOUNG AND RESTLESS-2(B)	2	1.15- 1.30PM	1.15								4,920	5.8	4,580	5.4	19	5.4	WED.
CBS REAGAN FOR PRESIDENT-2.24(S)	1	2.24- 2.30PM	2.15	6,280	7.4	6,030	7.1	26	7.1	TUE.							
CBS MONDALE FOR PRESIDENT-WED(S)	1	3.53- 4.00PM	3.45	7,810	9.2	6,030	7.1	22	7.1	WED.							
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,690	6.7	5,430	6.4	20	6.4	M-F	5,430	6.4	5,260	6.2	19	6.2	M-F
CBS REAGAN FOR PRESIDENT-3:53(S)	1	3.53- 4.00PM	3.45	7,390	8.7	6,030	7.1	22	7.1	THU.							
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,970	3.5	2,040	2.4	17	1.9	M-F	2,720	3.2	1,870	2.2	15	1.8	M-F
			6.45						2.9	M-F						2.7	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,140	3.7	3,140	3.7	13	3.7	MWF	3,570	4.2	3,570	4.2	15	4.2	MWF
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,820	4.5	3,400	4.0	20	4.0		2,970	3.5	2,460	2.9	15	2.9	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	4,750	5.6	4,250	5.0	17	5.0		4,750	5.6	4,250	5.0	18	5.0	

 U.S. TV HOUSEHOLDS: 84,900,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	4,330	5.1	3,990	4.7	16	4.7		4,750	5.6	4,160	4.9	17	4.9	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	4,750	5.6	4,410	5.2	18	5.2		5,090	6.0	4,750	5.6	18	5.6	
ABC CFA COLLEGE FOOTBALL-PRE		3.30- 3.43PM	3.30	5,520	6.5	5,430	6.4	19	6.4		3,650	4.3	3,740	4.4	12	4.4	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,740	4.4	3,400	4.0	20	4.0		3,400	4.0	3,140	3.7	19	3.7	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,580	5.4	4,250	5.0	21	5.0		4,080	4.8	3,740	4.4	19	4.4	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	5,350	6.3	4,840	5.7	20	5.7		5,180	6.1	4,670	5.5	19	5.5	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,310	3.9	3,060	3.6	13	3.6		4,080	4.8	3,570	4.2	14	4.2	
CBS CBS COLLEGE FOOTBALL PRE	1	12.00-12.08PM	12.00	3,400	4.0	2,460	2.9	10	3.0								
CBS IN THE NEWS- 1.26PM	2	1.26- 1.29PM	1.15								5,260	6.2	4,920	5.8	17	5.8	
CBS IN THE NEWS- 1.56PM	2	1.56- 1.59PM	1.45								2,970	3.5	2,630	3.1	9	3.1	
CBS CBS COLLEGE FOOTBALL POST	1	3.26- 3.31PM	3.15 3.30	5,180	6.1	4,160	4.9	14	5.2 <<								
CBS CBS COLLEGE FOOTBALL PRE	2	3.30- 3.41PM	3.30								5,010	5.9	5,180	6.1	16	6.1	
CBS MONDALE FOR PRESIDENT-2(S)	1	5.55- 6.00PM	5.45	4,920	5.8	3,650	4.3	10	4.3								
CBS CBS COLLEGE FOOTBALL POST	2	6.56- 6.59PM	6.45								7,900	9.3	6,710	7.9	15	7.9	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	3,820	4.5	3,740	4.4	22	4.4		4,580	5.4	4,500	5.3	27	5.3	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,160	4.9	3,910	4.6	19	4.6		4,670	5.5	4,410	5.2	22	5.2	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	8,660	10.2	8,410	9.9	34	9.9		8,070	9.5	7,810	9.2	31	9.2	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	6,960	8.2	6,620	7.8	27	7.8		7,130	8.4	7,050	8.3	28	8.3	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	4,670	5.5	4,580	5.4	18	5.4		3,400	4.0	3,310	3.9	12	3.9	
NBC PBA FALL TOUR	1	3.00- 4.32PM	→GRID 4.30	6,280	7.4	3,230	3.8	11	 3.4								
DAY SUNDAY																	
CBS CBS NFL TODAY		12.30-12.58PM	→GRID 12.45	6,880	8.1	5,520	6.5	19	 7.0		8,150	9.6	6,280	7.4	20	 8.2	
CBS CBS NFL FOOTBALL GAME 1	2	12.58- 4.09PM	→GRID 4.00 4.15								28,700	33.8	14,940	17.6 16.5*	40 36*	 16.2 7.1	
CBS CBS NFL FOOTBALL POST	1	4.20- 4.29PM	4.15 4.30	11,210	13.2	10,780	12.7	28	13.4 7.1								
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.10PM	→GRID 4.00	18,080	21.3	8,320	9.8 9.7*	23 22*	 9.4								
NBC NFL FOOTBALL POST-NBC	2	4.03- 4.13PM	4.00 4.15								6,880	8.1	6,370	7.5	16	7.8 2.9	

 U.S. TV HOUSEHOLDS: 84,900,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen Television Index

Line-up changes

A.C. Nielsen Company

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November 26, 1984

NIELSEN NATIONAL TV RATINGS REPORT

Due to a change in duration for CBS NFL Today from 28 to 30 minutes and a change in start time for CBS NFL Football Game 1 from 12:58PM to 1:00PM the following ratings have been revised.

			AVG. AUD. %	AVG. AUD. (0,000)
1st SEPT				
	WK 1	CBS NFL Today	5.9	501
	WK 2	CBS NFL Today	6.7	569
2nd SEPT				
	WK 1	CBS NFL Today	6.6	560
	WK 2	CBS NFL Today	6.4	543
1st OCT				
	WK 1	CBS NFL Today	6.6	560
		CBS NFL Football Game 1	14.0	1189
	WK 2	CBS NFL Today	6.8	577
2nd OCT				
	WK 1	CBS NFL Today	7.2	611
	WK 2	CBS NFL Today	6.9	586
1st NOV				
	WK 1	CBS NFL Today	6.6	560
	WK 2	CBS NFL Today	7.7	654
		CBS NFL Football Game 1	17.7	1503

Nielsen Television Index

Line-up changes

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November 26, 1984

NIELSEN NATIONAL TV RATINGS REPORT
1ST NOVEMBER 1984 REPORT
October 29-November 11, 1984

Due to late information received from the networks on the election night coverage, the election night ratings data are subject to revision.

Nielsen Television Index

Correction Notice

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December 7, 1984

NIELSEN NATIONAL TV RATINGS REPORT
1ST NOVEMBER 1984
October 29-November 11, 1984

Audience estimates for the following program were incorrect in the above report. Correct data are as follows:

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
PG. A-38										
EVENING MONDAY										
ABC ABC NEWSBRIEF-MON	2	8.58P	8.45	7,220	8.5	7,220	8.5	13	8.5	MON

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	NO. OF T/C THIS SEASON / PROG. TYPE†	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 10												
EVENING												
ABC NEWSBRIEF-MON				6	176	207	93	99	A	11.6	18	985
MON.	8.58P	1	ABC	N								

Nielsen Television Index

Line-up changes

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January 10, 1985

NIELSEN NATIONAL TV RATINGS REPORT
1ST NOVEMBER 1984 REPORT
October 19-November 11, 1984

The following revised program audience data are the result of program line-up changes received from the networks too late for inclusion in the above report.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELE-CAST DAYS
PG. A-42 EVENING MONDAY-FRIDAY										
ABC '84 VOTE-12.30AM(S)	2	12.30-1.14AM	12.30 12.45 1.00	8,320	9.8	5,010 5,600 3,650	5.9 6.6 4.3	19 20 17	8.0 5.3 4.3	TUE. TUE. TUE.
PG. A-46 NBC DECISION '84-ELECT-1.00A(S)	2	1.00-1.23AM	1.00 1.15	3,310	3.9	2,630	3.1	12	3.3 2.8	TUE. TUE.
NBC DECISION '84-ELECT-1.30A(S)	2	1.30-1.53AM	1.30 1.45	2,630	3.1	2,120	2.5	13	2.6 2.4	TUE. TUE.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE† (NO. OF T/C THIS SEASON)	NO. OF STATIONS WK 1	NO. OF STATIONS WK 2	PROGRAM COVERAGE WK 1	PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 36 LATE FRINGE								
DECISION '84-ELECT-1.00A(S) 2 TUE. 1.00A 23 NBC P		191		93	A	3.1	12	263
DECISION '84-ELECT-1.30A(S) 2 TUE. 1.30A 23 NBC P		189		93	A	2.5	13	212
'84 VOTE-12.30AM(S) 2 TUE. 12.30A 44 ABC P		200		94	A	5.9	19	501
12.30-1.00					A	6.6	20	560
1.00-1.30					A	4.3	17	365

Nielsen Television Index

Line-up changes

A.C. Nielsen Company

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December 21, 1984

NIELSEN NATIONAL TV RATINGS REPORT
1ST NOVEMBER 1984 REPORT
October 29–November 11, 1984

The following revised program audience data are the result of program line-up changes received from the Networks too late for inclusion in the above report.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
PG. A-5 EVENING TUESDAY										
CBS CAMPAIGN '84:ELECT-7.30P(S)	2	7.30-7.53PM	7.30 7.45	10,020	11.8	8,740	10.3	17	10.2 10.3	TUE.
PG. A-42 EVENING MONDAY-FRIDAY										
~~ABC '84 VOTE-12.01AM(S)~~	2	12.01-12.23AM	12.00 12.15	8,660	10.2	7,300	8.6	21	9.0 7.8	TUE.

See correction notice dated 1/25/85

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET	NO. OF T/C THIS SEASON PROG. TYPE†	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 13 EVENING									
CAMPAIGN '84:ELECT-7.30P(S) 2 TUE. 7.30P 23 CBS	P		142		81	A	10.3	17	874
PG. 36 LATE FRINGE									
'84 VOTE-12.01AM(S) 2 TUE. 12.01A 22 ABC	P		188		92	A	8.6	21	730

Nielsen Television Index

Line-up changes

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January 10, 1985

NIELSEN NATIONAL TV RATINGS REPORT
1ST NOVEMBER 1984 REPORT
October 19-November 11, 1984

The following revised program audience data are the result of program line-up changes received from the networks too late for inclusion in the above report.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS
PG. A-42 EVENING MONDAY-FRIDAY										
ABC '84 VOTE-12.30AM(S)	2	12.30-1.14AM	12.30	8,320	9.8	5,010	5.9	19	8.0	TUE.
			12.45			5,600	6.6	20	5.3	TUE.
			1.00			3,650	4.3	17	4.3	TUE.
PG. A-46										
NBC DECISION '84-ELECT-1.00A(S)	2	1.00-1.23AM	1.00	3,310	3.9	2,630	3.1	12	3.3	TUE.
			1.15						2.8	TUE.
NBC DECISION '84-ELECT-1.30A(S)	2	1.30-1.53AM	1.30	2,630	3.1	2,120	2.5	13	2.6	TUE.
			1.45						2.4	TUE.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME (WK # DAY, START TIME, DUR, NET, PROG. TYPE†)	NO. OF STATIONS WK 1	WK 2	PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 36 LATE FRINGE								
DECISION '84-ELECT-1.00A(S) 2 TUE. 1.00A 23 NBC P		191		93	A	3.1	12	263
DECISION '84-ELECT-1.30A(S) 2 TUE. 1.30A 23 NBC P		189		93	A	2.5	13	212
'84 VOTE-12.30AM(S) 2 TUE. 12.30A 44 ABC P		200		94	A	5.9	19	501
12.30-1.00					A	6.6	20	560
1.00-1.30					A	4.3	17	365

Nielsen Television Index

Bulletin

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OVER 64 MILLION HOUSEHOLDS WATCHED ELECTION RETURNS ON TV

February 8, 1985

Almost 76% of U.S. television households tuned in some portion of the three national television networks' coverage of the 1984 Presidential election returns between 7PM EST on November 6th and 1:30AM the next morning.

Estimates for this year's election compared with those of 1980 and 1976 are as follows:

	U.S. TV HOUSEHOLDS					
	Nov 6, 1984 (Reagan*-Mondale)		Nov 4, 1980 (Carter*-Reagan)		Nov 2, 1976 (Ford*-Carter)	
	Percent	Millions	Percent	Millions	Percent	Millions
Total Audience	75.6	64.2	84.0	65.4	86.9	61.9
Average Audience	26.8	22.8	35.9	27.9	35.2	25.1

Highest average audience for any individual half-hour during the election returns was at 10:00PM when 37.7% of U.S. TV households (32 million) were tuned in.

The following table provides audience estimates for households and selected persons categories for total program and by half-hour.

*Incumbent

NIELSEN TELEVISION INDEX
PRESIDENTIAL ELECTION AUDIENCE ESTIMATES, NOVEMBER 6, 1984
(COMBINED AUDIENCES TO NATIONAL NETWORK TELECASTS)

			AVERAGE MINUTE AUDIENCES										
	NO. OF		HOUSEHOLDS		TOTAL	WOMEN			MEN			TOTAL	TOTAL*
START TIME	NETWORKS	KEY	AVG MIN	TOTAL	PERSONS 2+	TOTAL	18-49	55+	TOTAL	18-49	55+	TEENS	CHILDREN
Tot Duration		A	26.8	75.6	16.9	20.4	16.3	26.7	19.9	16.1	28.7	9.0	5.0
		B	22.8	64.2	37.6	18.1	9.1	7.3	15.9	8.7	5.9	1.9	1.6
7:00PM	3	A	23.3	26.1	14.5	17.2	13.5	25.5	15.9	11.9	26.3	7.6	8.2
		B	19.8	22.2	32.2	15.2	7.6	6.9	12.7	6.5	5.4	1.6	2.7
7:30	3	A	27.4	30.3	18.2	19.8	15.4	27.9	19.9	15.0	32.7	11.7	14.2
		B	23.3	25.7	40.6	17.5	8.6	7.6	15.9	8.1	6.8	2.5	4.7
8:00	3	A	37.1	41.5	24.6	29.5	24.1	37.3	27.5	21.5	42.1	16.4	9.3
		B	31.5	35.2	54.6	26.1	13.4	10.2	22.0	11.6	8.7	3.4	3.1
8:30	3	A	37.2	40.6	24.7	29.8	22.6	40.0	27.6	20.6	42.4	17.9	8.6
		B	31.6	34.5	55.0	26.4	12.6	10.9	22.0	11.2	8.8	3.8	2.8
9:00	3	A	37.3	40.7	24.6	29.3	23.5	38.1	29.2	24.8	39.2	14.3	7.8
		B	31.7	34.6	54.8	25.9	13.1	10.4	23.3	13.4	8.1	3.0	2.6
9:30	3	A	36.9	41.1	23.9	28.9	23.3	37.6	28.9	24.3	39.4	13.1	5.2
		B	31.3	34.9	53.1	25.6	13.0	10.2	23.1	13.1	8.1	2.7	1.7
10:00	3	A	37.7	41.3	23.8	30.2	25.6	35.7	27.5	22.7	37.0	15.5	3.2
		B	32.0	35.1	53.0	26.7	14.3	9.7	22.0	12.3	7.6	3.3	1.0
10:30	3	A	36.0	39.4	22.0	27.9	22.5	34.7	26.2	20.8	38.8	11.1	3.0
		B	30.6	33.5	48.9	24.7	12.6	9.5	20.9	11.3	8.0	2.3	1.0
11:00	2	A	12.7	15.7	7.5	9.6	8.3	10.2	9.0	8.2	12.0	3.2	1.3
		B	10.8	13.3	16.7	8.4	4.6	2.8	7.2	4.5	2.5	.7	.4
11:30	3	A	20.3	25.1	11.9	14.8	11.8	20.0	15.2	13.7	19.2	2.6	2.0
		B	17.2	21.3	26.5	13.1	6.6	5.5	12.2	7.4	4.0	.5	.7
12:00MD	3	A	19.0	22.0	10.7	12.8	9.0	18.2	14.6	12.3	19.2	1.7	1.5
		B	16.1	18.7	23.9	11.3	5.0	5.0	11.7	6.6	4.0	.4	.5
12:30AM	3	A	18.5	21.2	10.3	12.1	9.1	16.0	14.7	12.1	20.4	LT	1.3
		B	15.7	18.0	23.0	10.8	5.1	4.4	11.7	6.5	4.2	LT	.4
1:00	3	A	11.5	12.0	6.0	8.1	6.9	9.5	7.3	5.6	11.6	1.3	.6
		B	9.8	10.2	13.4	7.1	3.8	2.6	5.8	3.0	2.4	.3	.2
1:30	2	A	6.0	6.8	3.4	4.4	3.4	6.1	4.0	3.1	5.2	1.7	LT
		B	5.1	5.8	7.5	3.9	1.9	1.7	3.2	1.7	1.1	.4	LT

A - PERCENT

B = MILLIONS

*EXCLUDING CHILDREN UNDER 2 YRS. OF AGE.

LT = LESS THAN 50,000 PROJECTED PERSONS